



The many **FACES** of **RESILIENCE**



ANNUAL REPORT 2020



This year
we reached
more than
60,000
children and
families.

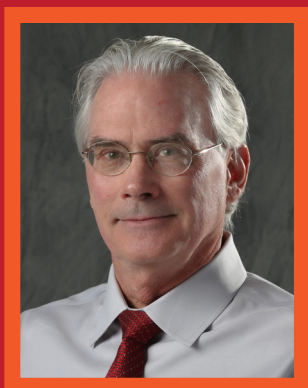
Our Mission



Prevent Child Abuse-New Jersey builds a brighter future for children by promoting Great Childhoods, positive parenting and healthy child development. We educate parents, provide training and technical assistance to youth/family serving organizations and schools, and keep community members informed. We help transform homes and schools into nurturing, trauma-informed environments. PCA-NJ is the New Jersey State Chapter of Prevent Child Abuse America, a network of chapters in all 50 states.



The Child Wellness Institute (ChildWIN) is a nonprofit subsidiary of Prevent Child Abuse-New Jersey. Founded in 2019, ChildWIN builds resilience and social-emotional health within children and families.



Letter from Our Executive Director

Dear Friends:

2020. A year like never before and, for many, a year we hope never again. However, with all challenges come new opportunities. For Prevent Child Abuse-NJ and our new subsidiary, ChildWIN, we want to share three major headlines from this past year:

1. The need for our cause of providing supports to families and children has never been more important. Nearly every family has experienced unprecedented levels of stress, which we know can have a harmful effect on children's futures. Our work protects children, prevents harm, strengthens resilience and builds a brighter future for our children.
2. Our staff of more than 60 dedicated and highly skilled professionals has never worked harder or been more creative and determined when their help is needed more than ever before -- but also during a time when they are also experiencing the same added stress of homeschooling, job loss and family illness.
3. With many of the formal institutions such as schools, physician's offices and after-school programs suddenly shut down, it's crucial that we find ways to strengthen the informal connections that families need during these unprecedented times.

HIGHLIGHTS FROM OUR EFFORTS

- ChildWIN continues to develop new products and services to prevent trauma and strengthen resilience for children, parents, schools and communities.
- We have embraced the issues of racial justice, equity and diversity, which are crucial to our mission and the communities we serve. We are supporting advocacy efforts at a national level and within our own organization to strengthen the work we do and how we do it.
- We are now leading a new effort, Connections Matter, to educate New Jerseyans about how early childhood trauma can affect a child's future and steps we can all take to build a brighter future for children.

2020 has been like no other ... and we need your support. We hope you will learn more about the impact of our work reaching tens of thousands of families across NJ and other states... and will consider making a generous donation to support our cause.

Best wishes for a healthy and safe 2021.

Sincerely,

Rush L. Russell
Executive Director



Gina Hernandez conducts breathing exercise with elementary school class.

More than
20,000
children
reached

ChildWIN

To broaden our work related to child wellness and resilience, PCA-NJ launched a subsidiary non-profit organization called ChildWIN (The Child Wellness Institute). Focused on building resilience and social-emotional health within children and families, ChildWIN quickly became a "go-to" resource for educators, social workers, counselors and families alike. From trainings and workshops, to new products related to socio-emotional health, ChildWIN has reached more than 30 NJ school districts, hundreds of parents and nearly 20,000 children with our services.

Educators who have attended ChildWIN trainings rave, *"ChildWIN workshops are unlike any other trainings I have been to for professional development. They are engaging, based on research and give me tools to use with children I work with. Thank you!"*

With in-person, live online or self-paced web courses available, ChildWIN offers evidence-based education that leaves trainees feeling empowered and motivated. Our products and trainings are offered in English, Spanish and Hindi as well!

Parents who attend our workshops have said, *"The information in this presentation has helped me understand my child's behavior and also gave me ways to support them in a positive way".*

Building Resilience in Children and Families One Breath at a Time!

And that is the goal: to help us all be better caregivers and a source of support for our children so they can thrive! But the true test of ChildWIN's offerings are the children we serve! Our in-class demonstrations called "Peaceful Practices" teach children about their brains and ways to stay calm when they are feeling worried, anxious or upset.

5th grader Jordan Sanders told us, *"Now I know what to do when I am getting really mad. I do not have to hit anyone. I can breathe, get back to my green brain and calm down on my own. Thank you for helping me."*

Schools throughout NJ have installed our sensory floor decals for children to reset their brains and emotions when they need to and understand it takes movement and breathing to get back into learning brain! Schools have successfully used our posters to teach children about their own feelings.

The information ChildWIN presents is trauma-informed and founded in the philosophy that all children have strengths and, when nurtured, will build resilience to last a lifetime!

[Contact us for more information!](#)

ChildWIN



Students enjoy using the Wellness Walk in their elementary school hallway.



Essex County home visitors prepare to deliver food to local families in need.

More than
53,000
home visits

Home Visits Improve Children's Outcomes

Imagine having help with your newborn baby right in the comfort of your own home. With services available in every county, our Home Visiting programs helped nearly 5,000 New Jersey families this past year. Our programs provided families with regular, personalized home visits from highly-trained staff that support expectant parents and parents with young children. During more than 53,000 home visits statewide, parents and home visitors discussed healthy births, attachment, breastfeeding, safe sleep, parenting behaviors, and family well-being—how to get off to the best possible start with a new baby.

COVID-19 presented new challenges. A huge need during the quarantine was supplying families with diapers, wipes, formula, and food. Our home visitors worked with local food pantries and grocery stores to accommodate as many “no contact” deliveries to families as possible, meeting critical family needs.

Home visitors also assisted families with creating easy no-sew face masks. Our sites mailed/dropped off instructions and

materials if needed, and then walked the family through the process as a home visit activity during the week via FaceTime® or Zoom®.

Despite the pandemic, our Healthy Families and Parents as Teachers home visitors completed more than 90% of scheduled home visits. This demonstrates how well NJ families responded to our transition to virtual visits and remained engaged with their home visitors during these extraordinary times.

PARENTS AS TEACHERS REGIONAL TECHNICAL ASSISTANCE

PCA-NJ supports 21 affiliates throughout Maryland, Massachusetts, New York, Vermont and Washington, DC. Our Regional Technical Assistance Hub provided 600+ technical assistance sessions to affiliates, including in-person site visits in each region. These 5 PAT affiliates provide home visiting to more than 1,000 families per year and went above and beyond to adapt to virtual implementation and family supports during COVID-19.

Parents are thankful...



Union County Parents as Teachers home visitors load a vehicle for no-contact grocery delivery.



Home visitors used Zoom® meetings to stay connected.

Thank you so much for taking the time to go out your way to prepare a box of food. Also, my home visitor took the time to make sure my youngest son who is three has something to do too while my other children are busy with their school packets. It is nice to continue to communicate and share whatever needs to be shared during the virtual visits.

It is important to keep our distance since one my children is high risk of getting any type of sickness. We try our best to keep up with the virtual visits since we do not have a laptop. My children take turns using my phone to keep up with their homework. I appreciate the extra work my home visitor is doing, bringing in food and checking on our well-being.

I'm very grateful to the home visiting program, because despite the difficult situation we're all going through, they have found a way to continue helping us and giving us the support we need. For example, my baby was born a few days ago, and despite the quarantine they found a way to send me a car seat and a crib, so that my baby is safe.

As I was dropping food off to one of my less fortunate families, I was greeted by the husband as he was working outside in the yard. The father thanked me many times and stated I was one of the reasons for them to get through this because of the food and calls to check in on them. He and his wife really appreciate everything.

”

Home Visits: Our Impact

87%

of enrolled moms
were screened for
Intimate Partner
Violence (IPV)

99%

of enrolled children
have a primary care
provider

98%

of enrolled children
have health
insurance

89%

of enrolled children
are up to date with
their well child
medical visits

96%

of enrolled moms
have a primary
care provider

85%

of all enrolled
women were
screened for
depression within 3
months of service

91%

of new moms initiate
breastfeeding

100%

of enrolled families
received an
observation tool
for parent-child
interaction



EPPC staff interacting with children at a Newark public library

Keeping Essex County families connected

Our Essex Pregnancy and Parenting Connection (EPPC) team is dedicated to linking area families with vital supports. Despite this years challenges we reached and served Essex County families to meet immediate needs and provide new connections during a very isolating and stressful time.

ASSISTING WITH NEEDS

Health and social service partners submitted referrals through our data system and parents contacted us by phone, email, text and social media. We worked remotely and communicated with program partners to stay current on service changes. We utilized contactless deliveries of diapers and new children's books, and we transitioned all scheduled meetings to virtual platforms. We continued to offer our online childhood screening tool, especially useful during this time when most children were not in childcare. We continue to reach families and link them to virtual home visitors, community health workers, doulas, parent groups, and benefits including WIC, food stamps, and everyday supplies. Our Early Childhood Specialists assisted parents referred by the Essex local Child Protection and Permanency (CP&P) offices to connect them to helpful community services. We've heard from many appreciative parents.

"This is the most attention and response I've had in a long time. It's actually making me emotional. It will never be too much. It means so much."

CONNECTING TO ONE ANOTHER

Pre-pandemic, we held events at libraries and Family Success Centers, offering connections for parents, developmental activities for children and a chance to learn more about their growth and milestones. We continue to offer a free online screening tool in English and Spanish to any Essex family with a child up to 5½ years old. We screened dozens of Essex children and provided feedback and resources to parents. Our team created YouTube® and social media videos on services, literacy and developmental milestones with the help of local parents.

EPPC: OUR IMPACT

IMPORTANCE OF PARENT VOICES

Our community advisory board meets quarterly with participation from local parents and providers, where all can share their views and insights and simply have a chance to connect. Our dedicated parent leaders offer ongoing input into our developmental health promotion work. This year, we also helped recruit participants for a focus group about Paid Family Leave.

2,200+

families formally referred;
plus hundreds of others
reached through informal
links, social media, texting,
in-person outreach, etc.

80%

of completed
referrals were for
pregnant women/
expectant families

19%

of referrals were
for first-time
parents

8%

of referrals were
teen parents or
parents-to-be from
throughout Essex county

61%

of all referrals
were for Newark
families

95%

of all referrals
were for families
from East Orange,
Irvington, Newark
and Orange

17%

of referred
families were of
Latino/Hispanic
origin

80+

partners
referred
to EPPC

350+

enrollments of
families into
evidence-based
services

High-Quality Childcare has Never Been More Essential



2019-2020

**Grow NJ Kids High
Quality Ratings**



Research shows that high-quality childcare and early education have never been more important in building a strong foundation for a child's academic and long-term future. When the pandemic shut down parental access to childcare across the State, our role in the field of early education became even more paramount. In March 2020, businesses and schools closed their doors, parents began working from home, and older children now required daily support from their parents to navigate virtual learning. Over 500 childcare centers in NJ remained open in the following months to care for the children of essential workers. On June 15th, all childcare centers were permitted to reopen. Our Grow NJ Kids team at PCA-NJ was there every step of the way.

Through virtual coaching, networking meetings and "peer-learning communities", our team of 34 early childhood specialists provided up-to-date information and resources to ensure our childcare centers maintained the highest standards. Early on, we focused on helping programs maintain communication and engagement with families and students. We helped teachers embrace technology using Zoom® to read and sing to their students. Many teachers provided socially-distanced home-visits, simply stopping by to say hello, reminding our youngest learners that they were not forgotten.

With guidance from the CDC and the State of NJ, we helped our centers to adopt the new health and safety standards. In May, we hand-delivered thousands of packages of PPE equipment to over 125 emergency childcare centers. We brought our programs together through platforms such as Zoom® and Microsoft Teams® so they could connect and collaborate. As one Director stated "I know I'll always get the answers to my questions".

With our support, what initially seemed impossible became possible. While some programs continue to struggle with limited resources, many others are thriving. Children are returning to safe and nurturing learning environments, and parents are better able to balance the increasing demands of work, parenting, education and home.



Preschoolers in Aberdeen and West New York enjoy art and writing.

“During this pandemic the Directors Meetings hosted by the Grow NJ Kids TA Center permitted dedicated professionals to communicate openly about the challenges and successes they were experiencing each day as their childcare operational model quickly changed. And as we worked through the challenges and successes together, I appreciated the diversity of ideas, suggestions and group brainstorming.”

—Maureen A. Reilly, Center/Southern Regional Director, Hackensack Meridian Health Early Childhood Education Services

- › Successfully supported 22 Child-Care Centers and Family Childcare Providers to achieve a high-quality star rating in Grow NJ Kids.
- › Provided on-site and virtual coaching for early childhood staff at 274 childcare centers, preschools, HeadStart programs and family childcare home.
- › Made 1,325 on-site visits to early childhood programs to support their improvement efforts.
- › Provided 300 hours of virtual coaching between March 16-30.
- › Facilitated 35 Peer Learning Communities with Early Childhood Providers in 7 counties.
- › Reached 10,605 early childhood professionals through our online training - Mandated Reporting in Early Care and Education Settings.
- › Trained 1,922 Early Childhood Professionals on the benefits of family partnerships through home visiting and developmentally appropriate practices.
- › Hand-delivered personal protective equipment such as masks, gloves, and disinfectant to over 125 emergency childcare centers.

Thank You

to these agencies, funders and organizations for their support:

ACNJ	Gap Foundation	National Center on Shaken Baby Syndrome	Pingry School
Anthem Foundation	George A. Ohl Trust	Newark Beth Israel Medical Center	Prevent Child Abuse America
Asbury Park/Wall Elks 128	Guilford Publications	New Brunswick Rotary Club	Pro Bono Partnership
AtlantiCare Medical Center	Hampton-Clarke	New Jersey Department of Children and Families	Ravitz Family Markets
Becker's School Supplies	Harold I and Faye B Liss Foundation	New Jersey Department of Human Services	Rite Aid Foundation
Bob's Discount Furniture	Healthy Families America	New Jersey Office of Faith-Based Initiatives	Robert Wood Johnson Foundation
Charitable Foundation	HSBC Philanthropic Programs	New Jersey Principals & Supervisors Association	Rutgers University GlobeMed
Bristol Myers-Squibb	Hyde & Watson Foundation	Nordson Corporation Foundation	RWJBarnabas Health
Buckeye Partners	Inspira Medical Center-Vineland	Parents as Teachers National Center	Saint Peter's University Hospital
Center on Addiction	Investors Foundation	Pechter Foundation	St. Joseph's Regional Medical Center
Centers for Disease Control	Johnson & Johnson	Penn Medicine Princeton Medical Center	Sudler Foundation
Community Foundation of New Jersey	Justice Resource Institute	Philadelphia Foundation	Thomas F. Staley Foundation
Community Medical Center	Kiwanis Club of Greater Parsippany		Trinitas Medical Center
Customers Bank	Kiwanis Club of The Haddons		University Hospital
Dermody Properties Foundation	Manasquan Bank Charitable Foundation		Virtua Voorhees & Mt. Holly
Enough Abuse Campaign	Monmouth Medical Center		

Thank You

Individual Donors \$500 and Above

Lori & Steven Bernknopf

Nicholas D. Borrelli

Barbara Cali

Joan & Robert Campbell

Monique Collier Nickles, MD

Deborah & Joseph Curto

Brandon Goodman

Brooke & Christopher Formica

Albert V. Hamm

Ruby P. Hearn, PhD & Robert Hearn

Marie & Harvey Lermack

Heather & Robert Rotondi

Jodi Hutchison-Sanford & Thomas Sanford

Maura Somers Dughi, Esq

Michael Tatro

Judith Tell Feldman

Anupa Wijaya



PCA-NJ LEGACY SOCIETY

*We gratefully acknowledge the generosity of
Nicholas D. Borrelli and the Marjorie B. Weissman
Endowment Fund for their planned gifts.*

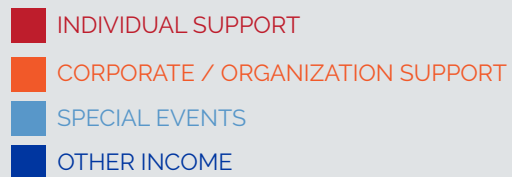
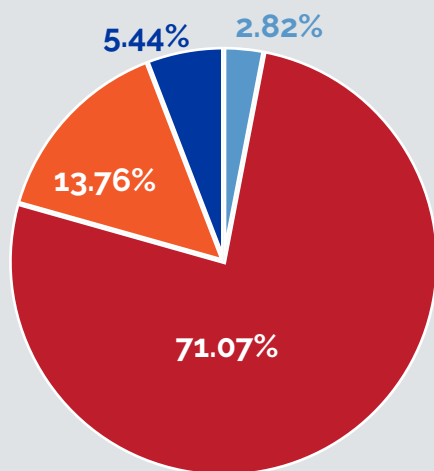
FINANCIAL OVERVIEW

Unaudited
Year Ended
June 30, 2020

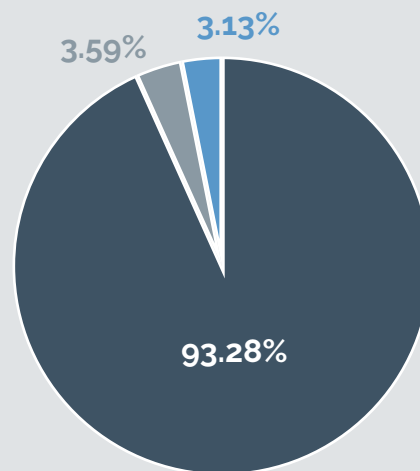
Year Ended
June 30, 2019

REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$5,801,781	\$5,344,793
Program Fee Revenue	138,953	127,829
Contributions	200,572	147,826
Other Income	55,920	75,211
In-Kind Donations	17,499	16,297
Special Events Income	4,919	111,371
TOTAL REVENUE	\$6,219,644	\$5,823,327
EXPENSES WERE INCURRED FOR:		
Salaries, Wages, and Fringe Benefits	\$4,225,547	\$4,051,922
Supplies and Expenses	1,564,043	1,208,452
Facilities Expense	266,996	264,106
Depreciation	41,379	33,293
TOTAL EXPENSES	\$6,097,965	\$5,557,773
Net Operating Income	\$121,679	\$265,554
Net Operating Margin	2.0%	4.6%
NET ASSET ACTIVITY:		
Increase in Net Assets Without Donor Restrictions	\$121,679	\$265,554
Change in Net Assets With Donor Restrictions	-	(30,344)
Increase in Net Assets	121,679	235,210
Net Assets Beginning of Year	1,094,456	859,246
Net Assets End of Year	\$1,216,135	\$1,094,456

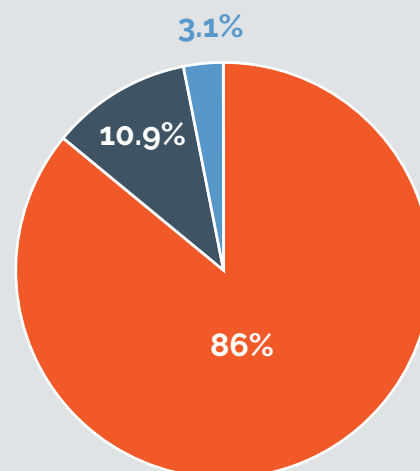
DONATIONS



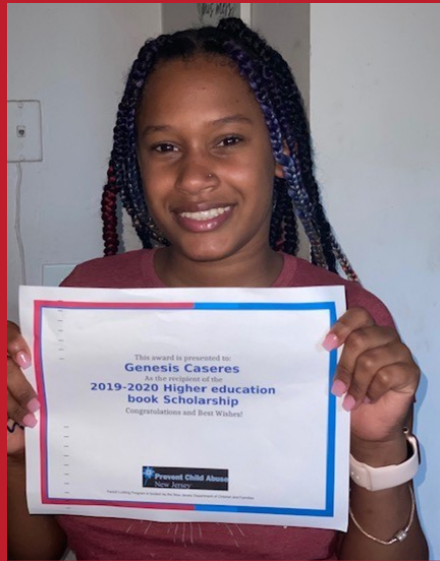
REVENUE



EXPENSES



Promoting Success for Pregnant/Parenting Teens



Vineland PLP graduates celebrating their scholarship awards.

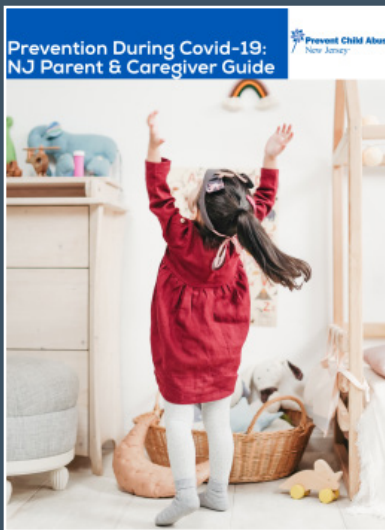
The Parent Linking Program (PLP) provides extensive support to pregnant and parenting high school students – helping them to stay in school and on track for graduation while learning essential parenting and life skills.

In March, our program staff mobilized quickly to provide a critical safety net for PLP students who were abruptly faced with going to school remotely with infants and toddlers at home, difficulty getting much-needed supplies such as diapers and formula, and many very directly affected by job loss and sickness within their families. It was a stressful time for our students and also a time for the staff to come together and rally around them more than ever.

PLP staff made weekly home visits bringing the students diapers, formula, curriculum, and most importantly—connections. The staff made sure the students and their babies were connected. They checked on them and helped them receive what they needed. Despite the immense stress placed on our families, 89% of our seniors graduated as planned in June!

89%
of seniors
graduated
high school
as planned
in June

Educating Community and Stakeholder Groups about Child Abuse and Prevention



Covid-19 NJ Parent and Caregiver Guide

Many organizations serving our youth don't know what they can do to prevent child abuse or even how to recognize if it has happened. Every year, PCA-NJ is proud to partner with organizations to offer free education and training about child abuse and neglect prevention. In response to COVID-19, we moved our training to virtual platforms and reached more people than ever with the information on how to keep children safe and protected!

In the last 14 months, we trained 1,473 professionals, parents, students and stakeholders on the prevention of child abuse and neglect. In turn, the reach of these organizations adds up to over 30,000 families learning what they can do to prevent any child from being abused or neglected.

We transitioned to hosting presentation via Zoom®. Due to high demand, we increased our training capacity from 100 attendees to 500. This allowed us to reach more individuals in New Jersey and nationally. Virtual presentations are being added to our regular schedule even when the pandemic subsides.

In addition to covering the signs of child abuse and neglect, we also provide information on the Protective Factors —five simple steps that have been shown to help strengthen families. We also quickly developed a [COVID-19 Resource Guide](#) to help families get services and information they needed when everything was shut down.



This information is so incredibly important so we can make sure our children are safe - especially during these stressful times!

—Participant enjoyed the training

Actively Involving Area Parents in Decision-Making Affecting Their Children

Our Middlesex County Council for Young Children (CCYC) engaged thousands of families to directly involve them in policy decisions affecting their children. Our area committees in Perth Amboy, Woodbridge, and New Brunswick expanded its membership, and we supported their advocacy efforts for their children's health and education. We worked on priorities to improve local water quality, expand free preschool, improve quality of local schools, and provide leadership training for parents. We partnered with local organizations including New Brunswick Tomorrow, the New Brunswick Library, Greenway Family Success Center, Bayside Family Success Center, United Way, Central Jersey Family Health Consortium, New Jersey Education Association, SPAN, and many more.

PRE-PANDEMIC PARENT LEADERSHIP

In September 2019, Parent Leader Erin Markan attended the National Early Childhood Comprehensive Systems Impact Learning Session in Atlanta, Georgia. She spoke at the "Fireside Chat" about parents and stakeholders uniting to educate the community on children's developmental milestones. In February 2020, parent leader Israel Ramos attended the Parents Inc. Parent Leadership Recognition Event in East Windsor and met NJ Department of Children & Families Commissioner Christine Norbut Beyer.

VIRTUAL ACTIVITIES

Monthly in-person meetings were replaced with Zoom® meetings. This eliminated a major barrier many parents face in being able to attend important community meetings—transportation. In response to the fact that much of the virtual programming was directed toward mothers, we reached out to father in our communities and launched a Virtual Dad Chat. The group discussed as self-care, stressors, family, and fatherhood. Fathers from different backgrounds enjoy learning more about community programs. Our weekly Community Conversation series introduces agency partners to local parents via interview-style conversations. We have been joined by the Greenway Family Success Center and The Central Jersey Family Health Consortium.



Parent Leader Erin Markan participates in a panel discussion in Atlanta, GA.



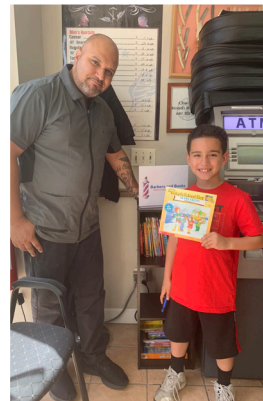
L-R: Raul Castillo with NJDCF Commissioner Christine Norbut Beyer and Parent Leader Israel Ramos.

Middlesex County Council for Young Children: Our Impact

47
meetings hosted

26
events attended
across Middlesex
County

31
new stakeholder
partners



Preventing Child Sexual Abuse in NJ—Before It Happens!

PCA-NJ and ChildWIN continue to lead efforts across NJ to educate youth-serving organizations about steps they can take to better protect our children from sexual abuse. A key barrier to preventing child sexual abuse in our schools is the fact that most teachers don't receive education or training about the topic while in college.

The NJ Legislature recently passed a new law now requiring colleges and universities to teach education majors about child sexual abuse and child abuse as part of their required coursework. This past year, in a partnership with the NJ Principals and Supervisors Association and LegalOne, we developed a web-based course to meet these new requirements. In the spring of 2019, the course was successfully piloted for education majors at Ramapo University and St. Elizabeth University.

In addition, also in partnership with NJ-PSA, we provided in-person trainings for teachers and staff at Hopewell Valley School District (HVRSD) about prevention of child sexual abuse. Due to the pandemic, some of the trainings were postponed until the fall of 2020. HVRSD also developed new district policies about child sexual abuse prevention and reporting that could serve as a model for others in NJ. The commitment to train all staff and teachers across three elementary schools, one middle and one high school represented one of the most extensive trainings on the topic of child sexual abuse prevention in NJ's history. Congratulations Hopewell Valley Schools!

450

teachers and
staff received
training

65


education
majors
participated
in the pilot
course

Leading Efforts to Prevent Human Trafficking

Our role is to train professionals to educate youth and prevent children from being sexually exploited. Each year we host a symposium bringing together our growing network of human trafficking prevention partners throughout the state. It is the highlight of our year and an important way to provide new information about the changing landscape of human trafficking. It's how we keep them updated on new trends in recruitment, internet safety, and much more.

Our event was scheduled for May so we planned a new strategy—a Virtual Symposium! Ultimately we hosted a Virtual Series—3 Symposia over the course of 3 weeks, each featuring multiple presenters and topics. The new format allowed us to include presenters from throughout the country, and we added a panel of national partners not originally slated to attend. The series received excellent feedback from participants, including one who described it as: “probably the most engaging, expertly facilitated webinars”.

Finally, Executive Director Rush Russell continues to serve on the NJ Human Trafficking Commission, helping develop a new prevention campaign to reach vulnerable youth at-risk for being recruited into trafficking.



**Navigating
Intergenerational
Trauma with Teens**

2020 VIRTUAL PREVENTION PARTNERS SYMPOSIUM

✦ Guest Speakers ✦
✦ Resources ✦ Networking ✦

This Event is Open to Facilitators of:
My Life My Choice ✦ Empowering Young Men ✦
I AM Empowerment 101 Toolkit ✦ CSEC Prevention for LGBT Youth

✦ 3-PART SERIES ✦
May 20th
May 27th
June 3rd
1:00-3:00pm via Zoom

Prevent Child Abuse New Jersey [Register Here!](#) THE STATE DEPARTMENT OF CHILDREN AND YOUTH

25
organizations
represented
in the virtual
series

Connections Matter

Connections Matter is our newest program at PCA-NJ and is quickly gaining momentum throughout New Jersey. It is a highly interactive training for community members to understand how to simply understand emerging brain science and how early childhood trauma affects our lives and happiness. The key messages emphasize the importance of strengthening relationships and connections that build resilience and steps that everyone can take to build a brighter future for children.

We had only just begun to deliver this new program when the pandemic hit. While social distancing at home, we recognized that Connections Matter was more important than ever. We converted this interactive in-person training into a virtual training format launched in June, and it received outstanding reviews.

We are now scheduling Connections Matter trainings several times per month for people from all over New Jersey reaching more people than we could have imagined. Our vision is to extend the program to reach community members all across NJ.



Connections Matter interactive training session



Senator Joseph Vitale, NJDCF Commissioner Christine Norbut Beyer and NJDOH Deputy Commissioner Deborah Hartel were among the VIPs at the November 2019 PCA-NJ Statehouse Press Conference.

Helping Parents Understand the Stress Caused by a Crying Baby



Rutgers University Sigma Delta Tau students tagged and sorted purple caps.



Ocean County YMCA Crochet Club members donated 170 purple caps.

Every parent can remember the extraordinary stress that can be caused by a crying baby. PCA-NJ continues to offer the Period of PURPLE Crying® program in 16 hospitals throughout New Jersey, reaching more than 50,000 parents of newborns every year. The program includes person to person sessions with nurses and social workers in the hospitals to remind parents about how a crying baby can overwhelm new parents and steps parents can take to remain patient and cope.

We also collect knitted and crocheted purple infant hats for distribution (to celebrate a healthy birth and remind parents about what they can do when a baby won't stop crying) and are thankful to our knitting and crocheting partners who volunteer their time to make the hats.

Our 2019 "Click for Babies Campaign" brought in 8,850 hats from 79 donors/volunteer

groups. The Threads of Hope Knitting Club at Bethany Baptist Church in Lindenwold presented us with a total of 1,702 hats! With the help of these incredible partners, we distributed more than 500 infant caps to every one of our 16 partnering hospitals.

Representatives of Old Navy, Sigma Delta Tau sorority, Rutgers GlobeMed and The Pingry School helped us sort, tag, box and deliver the PURPLE caps.

This year, we received inspiring messages from volunteers who created caps while quarantined. Thanks to our volunteers and partners, our program Prevents Shaken Baby Syndrome, with the reinforcement of important messaging via the beautiful purple caps.

Getting Behind the Cause!

Donors and foundations in New Jersey “Got behind the Cause” in support of our NJ Diaper Network this year! Diaper insecurity has been a longstanding issue in our state. Especially during those extraordinary early days of the pandemic, families struggled to find diapers to purchase. PCA-NJ stepped in during this crisis, addressing this most basic need and surpassing the milestone of distributing more than 50,000 diapers to New Jersey families. Parents who received diapers were incredibly thankful. Our partners at Old Navy conducted a large diaper drive, providing thousands of diapers distributed throughout the state.

We were fortunate to receive three emergency COVID-19 grants that enabled us to purchase and distribute thousands of diapers. We thank the Manasquan Bank Charitable Foundation COVID-19 Relief Program, South Jersey COVID-19 Response Fund, and the PHL COVID-19 Fund for their generosity.

31,956
diapers
distributed

\$15,500
awarded in
emergency
grants



Diapers ready for delivery



Old Navy staff conducted fundraisers to donate thousands of diapers.



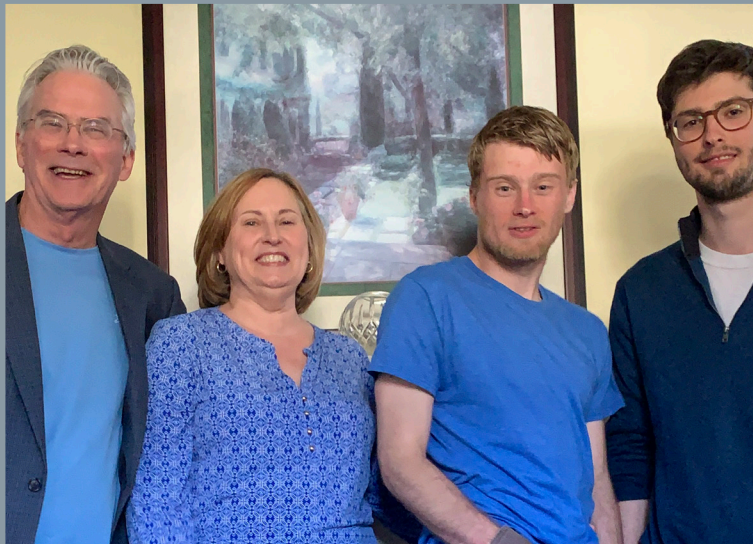
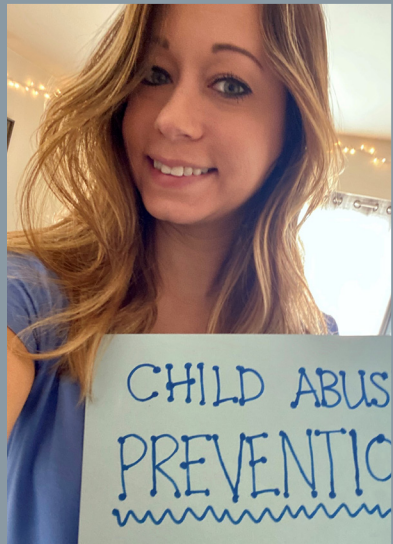
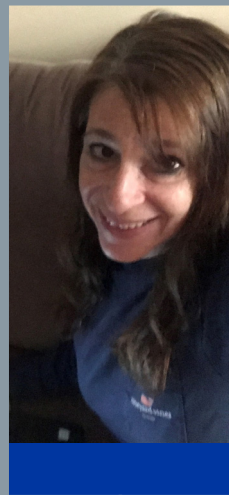
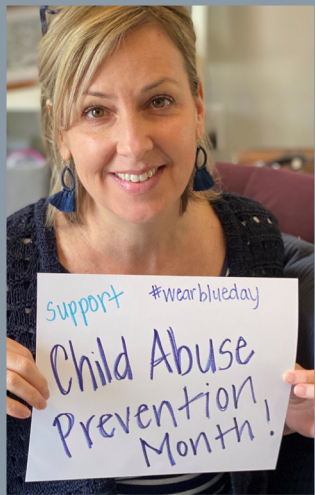
Happy diaper recipients.



PCA-NJ Staff and Families Wear Blue in Support of Great Childhoods



Every April, Child Abuse Prevention Month is observed throughout the country. This year, PCA-NJ staff and their families participated in Wear Blue Day – at home – during Child Abuse Prevention Month. Everyone was proud to wear blue and show their support for the Great Childhoods all children deserve.



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