



STRONGER
TOGETHER

PARTNERS IN PREVENTION



Our Mission, Vision and Values



Prevent Child Abuse-New Jersey builds a brighter future for children by promoting family wellness, positive parenting, healthy child development, and nurturing communities.



The Child Wellness Institute builds resilience and social-emotional health in children and families.

Our Vision

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

Our Values

RESPONSIBILITY: We accept our responsibility as adults to help ensure New Jersey children have healthy, abuse-free childhoods.

INTEGRITY: We act with integrity in everything we say and do.

RELATIONSHIPS: We believe everyone has a role to play in prevention, and welcome partnerships and alliances to benefit the children and families we serve.

FAMILY: We provide a family-friendly work environment and promote wellness for our staff.

INNOVATION: We embrace change using data and research when it contributes to a healthier, safer world for children.

DIVERSITY, EQUITY AND INCLUSION: Our commitment to DEI fuels our spirit and work, as we embrace the strengths and excellence that come from a diverse body of individuals.



Dear Friends

Hello. I'm Gina Hernandez, Executive Director of Prevent Child Abuse-New Jersey and the Child Wellness Institute, ChildWIN®.

This year's theme for our Annual Report is Stronger Together: Partners in Prevention, and we want to thank and honor those who have worked alongside us. First, a huge thanks to our amazing staff, board of directors and funders for your commitment to creating safe, nurtured communities for our children.

Second, our programs have been expanding! Our Connections Matters program now has more than 100 facilitators statewide sharing information on adverse childhood experiences, positive childhood experiences and resilience. Our Young Parent Coalition has launched, and we are now connected to dozens of new partners that help support young parents in their journey.

We developed many new relationships as well to help further our mission including: Rutgers School of Social Work Center for Research on Ending Violence, Stockton University, and the Southern New Jersey Perinatal Cooperative and Penn State University Abington with the Child Wellness Institute.

And finally, our business community partners show what it means to work with us in creating a strong, healthy community. Companies like Old Navy, DSM Firmenich and Empower have been tremendous advocates and champions for our children.

So on behalf of PCA-NJ, ChildWIN® and the children and families we serve -- thank you. Please consider making a donation to continue our partnerships for prevention.

A handwritten signature in dark ink that reads "Gina Hernandez". The script is fluid and cursive.

Gina Hernandez, MA, LPC, CCTP - Executive Director

Message from our
EXECUTIVE DIRECTOR



Thank you!

In addition to our nonprofit subsidiary, the Child Wellness Institute (ChildWIN®) our programs include:

- **Community Education**
- **Connections Matter**
- **Essex Pregnancy & Parenting Connection**
- **Grow NJ Kids**
- **Home Visiting**
- **Human Trafficking Prevention**
- **New Jersey Diaper Network**
- **Parent Linking Program**
- **Period of PURPLE® Crying**
- **Young Parent Coalition**

**We are sharing our outcomes in 4 sections:
Working with Parents, Working with Youth,
Working with Professionals and Partnerships.**

*We hope you enjoy learning more
about all the great things we
have achieved with your support.*

Working With **PARENTS**

ESSEX PREGNANCY AND PARENTING CONNECTION (EPPC):

We link expectant and new parents in Essex County to a range of supportive services, including home visiting.

PARENT LINKING PROGRAM (PLP):

We provide adolescent parents at 8 schools with the support needed in order for them to graduate high school and strengthen their parenting skills.

COMMUNITY EDUCATION:

We teach parents about positive parenting, and we educate professionals about how to support parents in raising healthy children.

PERIOD OF PURPLE® CRYING:

We prevent Shaken Baby Syndrome (Abusive Head Trauma) with the Period of PURPLE® Crying Program in 15 NJ hospitals, reaching more than 40,000 families annually.

PARENTS AS TEACHERS (PAT):

This national home visiting program builds strong communities, thriving families, and children who are healthy, safe and ready to learn.

HEALTHY FAMILIES AMERICA (HFA):

This national home visiting program promotes child well-being and prevents abuse and neglect of children through family-focused and empathic support provided in the home.

Our evidence-based home visiting programs are the most effective strategy known to prevent child abuse and improve a broad array of child health and development outcomes. Healthy Families America and Parents as Teachers are in all 21 NJ counties. We also support PAT affiliates throughout Maryland, New York, Vermont and Washington, DC.





3,320 families
were served via 42 program sites
supported by PCA-NJ.

HOME VISITING

3,320 families were served via 42 program sites supported by PCA-NJ.

67% of families were enrolled for at least one year.

92% of primary caregivers were screened for intimate partner violence.

97% of primary caregivers were screened for depression.

90% of birthing parents attended their 6-8 week postpartum visit.

87% of families initiated breastfeeding with their newborn.

PARENT LINKING PROGRAM (PLP)

98% of our students in grades 9-11 were promoted to the next grade level. 84% of our seniors graduated.

461 group sessions were held for adolescent parents to learn about child development, parenting, healthy relationships, and life skills.

55 students representing 7 high schools attended our annual conference in May.

97% of adolescent parents did not have another pregnancy while in high school after joining PLP.

COMMUNITY EDUCATION

1,851 families were provided with evidence-based information on child abuse prevention topics including shaken baby syndrome, child sexual abuse, human trafficking and more.

ESSEX PREGNANCY & PARENTING CONNECTION (EPPC)

EPPC received referrals from 18 of the 22 Essex County municipalities.

88% of referrals were for pregnant women/expectant families with 26% of referrals for first-time parents.

3,400+ families were formally referred with additional referrals received via informal links, social media and texting - a 40% increase from 2022.

80 new parents and new community partners were reached through Community Advisory Board meetings.

60 families were reached through the Annual Parenting Palooza via Zoom. Participants received gift cards to support their parenting, sponsored by Horizon, and attended educational workshops on topics such as: breastfeeding, childbirth education, healthy food preparation, family activity, doula care, communication, the 4th trimester, discipline, and meditation.

CHILD WELLNESS INSTITUTE

ChildWIN® provided trauma-informed trainings to parents and caregivers of Middlesex County Vocational High School students. 36 families attended the trainings and learned how adverse childhood experiences could negatively affect a child's life outcome. They were also taught how to help their children build resilience.

"Please continue providing these informative collaborating sessions for the community as they are greatly needed"

"I love the food chart used to plan meals"

"I can put into practice knowing how to listen to my children"

"I liked being able to learn ways to take care of myself so i can help myself first and others after"



211

childcare centers
received services

Working With **YOUTH**

GROW NJ KIDS:

Our Technical Assistance Specialists coach and mentor early childhood education professionals in 7 counties as they work to improve the quality of their infant/toddler, preschool and family childcare programs. The Grow NJ Kids quality rating and improvement system will help parents to make more informed decisions about their child's education.

PEACEFUL PRACTICES:

Via our Child Wellness Institute, we teach students techniques to help them self-regulate.

HUMAN TRAFFICKING PREVENTION:

We educate girls and boys about the dangers of commercial sexual exploitation.

GROW NJ KIDS

Services were provided to:

- 211** childcare centers
- 91** Department of Education preschool sites
- 30** family childcare providers
- 11** Head Start programs

HOME VISITING

- 2,934** children were served by 42 sites.
- 82%** of children are up to date with immunizations, compared to the statewide average of 69%.
- 98%** of children have a primary care provider.
- 97%** of children have health insurance.

CHILD WELLNESS INSTITUTE

More than 1,000 elementary students from West New York learned self-regulation through our Peaceful Practices workshops. Students learned breathing exercises, relaxation techniques, and mindfulness activities to help energize and calm their brains and bodies.

PLP

- 95%** of children have a primary care provider.
- 60%** of babies and toddlers utilized PLP day care.

COMMUNITY EDUCATION

2,276 purple caps were distributed to newborns throughout 15 hospitals across NJ to raise awareness of the Period of PURPLE® Crying and Shaken Baby Syndrome (SBS) and ultimately prevent SBS and infant death.



2,934
children were served
by 42 home visiting sites



2,276
purple caps distributed



23

professionals representing 15 NJ organizations were trained to be facilitators.

Working With **PROFESSIONALS**

CHILD WELLNESS INSTITUTE

We reached over **3,400** professionals – teachers, administrators, social workers and others.

We offered Act 48 approved trauma-informed courses to 100+ educators via our partnership with Penn State Abington.

PLP

100% of PLP staff surveyed agreed they have a positive relationship with PCA-NJ personnel.

CONNECTIONS MATTER

23 professionals representing 15 NJ organizations were trained to be facilitators.

We now have **100+** facilitators from 36 organizations.

96% of participants rated the quality of the Connections Matter training high or very high.

93% of participants found the Connections Matter training useful to their work with children and families.

COMMUNITY EDUCATION

519 professionals were trained on the prevention of child abuse and neglect.

YOUNG PARENT COALITION

We launched this Coalition to increase access to evidence-based programs for teen parents and to improve coordination of services for teen parents during and beyond high school graduation.

We held 6 meetings uniting **128** partners statewide to collaborate on service delivery to adolescent parents.

GROW NJ KIDS

We educated **10,071** early childhood professionals on Developmentally Appropriate Practices, Home Visiting & Communicating with Families.

The Mandated Reporter training was delivered to 1,396 mandated reporters.

We provided individualized coaching, peer learning communities, directors' meetings, networking events, webinars and newsletters to more than **340** sites.

HOME VISITING

82 site visits were provided to HF and PAT program sites to support quality services for families.

37 training opportunities were provided to HF and PAT home visitors, supervisors, and managers

We welcomed 6 new PAT affiliates, with a total of **35** total regional affiliates including NJ.

We supported the launch of **5** new affiliates in Vermont to increase capacity and sustainability.

We offered **26** Communities of Practice sessions to share best practices among passionate stakeholders.

"Our PCA-NJ representative is a great support to our team, with continued dedication to making us successful.

The re-accreditation support/ meetings each month allow me to better understand and gain valuable knowledge to support my team throughout the year... Overall, I feel very supported by PCA-NJ!"

- A Healthy Families America site leader

2156 individual support sessions were provided.

We joined national partners in advocating for increased funding for Maternal Infant Early Childhood Home Visiting, resulting in doubling of the federal investment for the next 5 years.



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PARTNERSHIPS



Shanita Alvarez-Crawley, Postpartum Support International-NJ Chairperson, addresses the audience at our Birth Equity event.



Co-hosted event with Central Jersey Family Health Consortium "It Takes a Village"

PLP

We brought Old Navy's ONward program to PLP to support our sites & students with workshops and job opportunities. In fact, four students were offered flexible employment.

We partnered with Rutgers University School of Social Work Center for Research on Ending Violence to complete a Photovoice research project with PLP alumni, demonstrating that the program strengthened the 5 protective factors.

CONNECTIONS MATTER

We partnered with 36 organizations in NJ to deliver this program and joined a national network of 8 Connections Matter state partners.

COMMUNITY EDUCATION

We co-hosted a Birth Equity event with Stockton University, Southern NJ Perinatal Cooperative, and Postpartum Support International NJ Chapter. 92 birthing and social service professionals attended and enjoyed presentations from March of Dimes, Chocolate Milk Café & Lactation Equity and more.

We co-hosted an event with Central Jersey Family Health Consortium: It Takes a Village – Supporting Early Parenting. Presentations included the Secret World of Perinatal Patients: Counseling Secrets to help them "speak the secret" by Hilary Waller of the Postpartum Stress Center and Transition to Fatherhood: Need and Experiences by Jim Doherty, RN.

YOUNG PARENT COALITION

We partnered with Rutgers University School of Social Work Center for Research on Ending Violence to evaluate the implementation of this new program to support young parents statewide.



Big Pinwheel Garden Sponsored by The Woman's Club of Spring Lake



Diapers donated to
Town Clock Community
Development Corporation

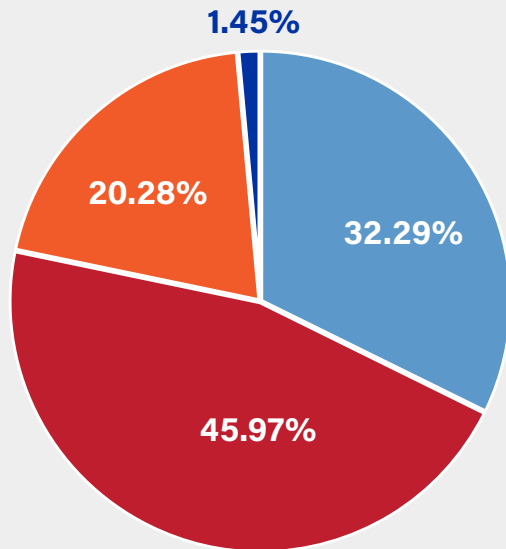


Robert Corrao with diapers donated
by Firmenich employees



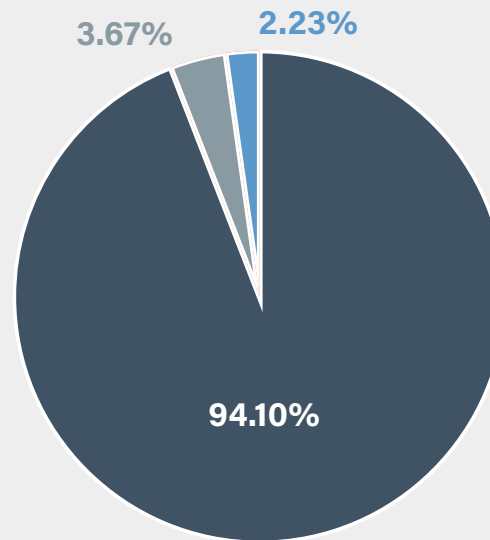
Empower employees
attended our Big Pinwheel Garden
and recognized Child Abuse Prevention
Month with an online fundraiser to
support our NJ Diaper Network

DONATIONS



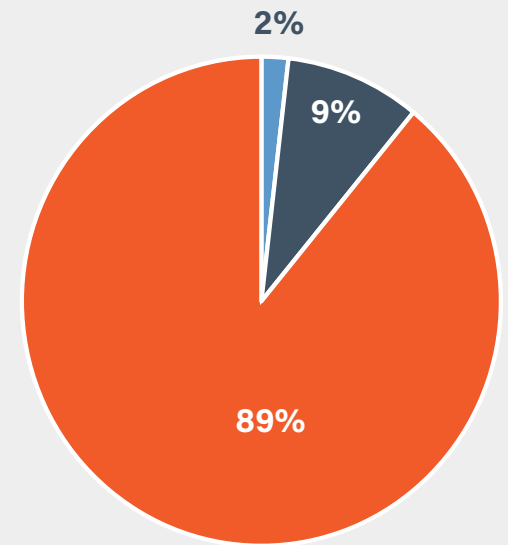
- INDIVIDUAL SUPPORT
- CORPORATE / ORGANIZATION SUPPORT
- SPECIAL EVENTS
- OTHER INCOME

REVENUE



- GRANTS AND CONTRACTS
- DONATIONS
- PROGRAM FEE AND OTHER REVENUE

EXPENSES



- PROGRAMS
- MANAGEMENT & GENERAL
- FUNDRAISING

FINANCIAL OVERVIEW

	(Unaudited) Year Ended June 30, 2023	Year Ended June 30, 2022
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$7,327,586	\$6,055,329
Program Fee Revenue	173,750	275,062
Contributions	162,353	185,691
Other Income	44,892	(21,148)
In-Kind Donations	6,761	7,396
Special Events Income	71,722	83,249
TOTAL REVENUE	\$7,787,064	\$6,585,579
EXPENSES WERE INCURRED FOR:		
Salaries, Wages, and Fringe Benefits	\$4,866,702	\$4,688,080
Supplies and Expenses	2,183,768	1,240,015
Facilities Expense	231,130	262,875
Depreciation	41,113	47,327
TOTAL EXPENSES	\$7,322,713	\$6,238,297
Net Operating Margin	6.0%	5.3%
Net Operating Income	\$464,351	\$347,282
NET ASSET ACTIVITY:		
Increase in Net Assets Without Donor Restrictions	\$464,351	\$347,282
Change in Net Assets With Donor Restrictions	(11,000)	-
Increase in Net Assets	453,351	347,282
Net Assets Beginning of Year	2,046,421	1,699,139
Net Assets End of Year	\$2,499,772	\$2,046,421

GALA 2023



1. PCA-NJ VP Dr. Veronica Ford with Board Member Rev. Dr. Darrell L. Armstrong
2. Honoree Steve Pellegrino at the microphone
3. Board Member Dr. Joseph Colford holding award for Honoree Old Navy
4. ESPN's Jeremy Schaap, Emcee with Board President Harvey Lermack
5. Board Member Dawn Brindle with husband Chris Brindle
6. Dr. Leroy Nickles, Board Member Dr. Monique Collier Nickles, Brooke Formica and Board Vice President Chris Formica



7. Executive Director Gina Hernandez with Young Professionals Co-Chair Stephanie Michael and Michael Tessema
8. Child Wellness Institute Youth Resilience speakers Lila, Miyah and Bella
9. Elizabeth Pellegrino pins a boutonniere on her husband, Honoree Steve Pellegrino
10. Jena Calabrese with Board member Jeff Calabrese
11. Board member Worlue Kokro
12. Ross Brittain of 107.1 The Boss and Rasa Kaye of Talk Radio 1210 WPHT

THANK YOU

to these agencies, funders and organizations for their support:

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Bristol Myers Squibb Foundation

Community Medical Center

Cooperman Barnabas Medical Center

CrafTech Computer Services

Education Association of Nutley

Enough Abuse Campaign

Firmenich Charitable Foundation

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Middlesex County Prosecutor's Office

Monmouth Medical Center

National Center for Shaken Baby Syndrome

Newark Beth Israel Medical Center

New Jersey Department of Children & Families

New Jersey Department of Human Services

New Jersey Natural Gas

New Jersey Office of Faith-Based Initiatives

New Jersey State Federation of Women's Clubs

Nisivoccia

NJM Insurance Group

Old Navy

Pajama Program/NJ Chapter

Pechter Foundation

Pellegrino Construction Services

Penn Medicine at Princeton Medical Center

Pingry School

Prevent Child Abuse America

Pro Bono Partnership

Ravitz Family Markets

Rite Aid Healthy Futures

Robert Wood Johnson Foundation

Rutgers University GlobeMed

RWJ University Hospital - New Brunswick

RWJ University Hospital - Somerset

Saint Peter's University Hospital

Sax LLP

St. Joseph's Regional Medical Center

The Ocean is Female Foundation

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Virtua Voorhees Hospital

THANK YOU

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