



Leading Children On The Path To Success



ChildWIN®

ANNUAL REPORT 2022

This year we reached
70,000
children and families.



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.

OUR MISSION





Dear Friends of PCA-NJ and ChildWIN®,

Hello and welcome to this year's annual report and review of how our work has helped improve the lives of thousands of families across our state.

With your support, Prevent Child Abuse-New Jersey and the Child Wellness Institute continued helping more than 70,000 children and families, leading them on the path to success. From providing diapers, to educating families in positive ways to discipline, to helping educators transform schools into nurturing, trauma-informed settings, we are on our way to reaching our mission of ensuring all children have a great childhood!

Thanks to the generosity of our funders and donors, these highlights were made possible:

We entered into new partnerships with Penn State University/Abington and Thomas Edison State University to train educators and school leaders in trauma-informed practices.

We also reached hundreds of children who learned about their brains and emotions with our social-emotional learning program.

We hosted an international zoom session attended by more than 500 participants featuring renowned brain, trauma and resilience expert Dr. Bruce Perry, co-author with Oprah Winfrey of "What Happened to You?!" Dr. Perry and panel speakers discussed Adverse Childhood Experiences and Recognizing, Responding to and Healing Trauma in Faith-Based Communities.

Thank you to our staff, volunteers, donors and Board of Directors who made this incredibly important work possible. Now, we are asking you to join us on our journey so we may serve more families this year. We cannot do it without your help!

Thank you for all you do to make children's health, safety and wellness a priority, as our children are the greatest investment we can make.

A handwritten signature in black ink that reads "Gina Hernandez". The signature is written in a cursive, flowing style.

Gina Hernandez, MA, LPC, CCTP - Executive Director

MESSAGE FROM OUR EXECUTIVE DIRECTOR

In addition to our nonprofit subsidiary, the Child Wellness Institute – ChildWIN® – our programs include: Connections Matter, Essex Pregnancy & Parenting Connection, Grow NJ Kids, Home Visiting, Human Trafficking Prevention, Parent Linking Program, and the Period of PURPLE® Crying.

This year, we're sharing our outcomes in 3 sections: Working with Parents, Working with Youth, and Working with Professionals.

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

THANK YOU.



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

PARENT & 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.

PARENT EDUCATION TECHNICAL ASSISTANCE PROGRAM (PETA):

We raise awareness and educate New Jersey parents and professionals on prevention of child abuse and neglect.

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, Massachusetts, New York, Vermont and Washington, DC.





3,678

FAMILIES

participated in home visiting via Healthy Families America and Parents as Teachers (PAT)

PARENT LINKING PROGRAM (PLP) NEWS

95% of teen parents in grades 9-11 were promoted to the next grade

88% of seniors graduated

503 group sessions were held for teen parents to learn about child development, parenting, healthy relationships and life skills

63 teen parents from 8 high schools attended the annual conference

98% of teen parents enrolled in PLP did not have a subsequent pregnancy

HOME VISITING SUCCESS

3,678 families participated in home visiting via Healthy Families America and Parents as Teachers (PAT)

63% of participating families remained enrolled for at least one year

84% of families were screened for intimate partner violence

87% of mothers initiated breastfeeding

90% of moms attended their 6-8 week post-partum visit

94% of parents have a primary care provider

ESSEX PREGNANCY AND PARENTING CONNECTION (EPPC):

2,500+ families were formally referred to EPPC, the Connecting NJ site for Essex County, with additional families informally referred via texting and social media

83% of referrals were for pregnant women/expectant families, and 20% were first-time parents

Referrals to EPPC represented **18 of the 22** Essex County municipalities

50+ parents and community partners were reached in Community Advisory Board meetings

Early Childhood Specialist attended **106** safe plans of care meetings to provide input for families with substance abuse-affected newborns

NJ Department of Child Permanency and Protection referred **377** families to Early Childhood Specialist (ECS).

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62 parents completed a 6-week Nurtured Heart Approach® training series in Hamilton and New Brunswick School districts.



2,500+
FAMILIES

were formally referred to EPPC, the Connecting NJ site for Essex County, with additional families informally referred via texting and social media

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.

NJ DIAPER NETWORK:

Our statewide diaper network addresses diaper insecurity and helps families in all 21 counties with a basic baby necessity: diapers.

HEALING HEARTS AND BUILDING RESILIENCE :

Via our Child Wellness Institute, we teach educators and those who work with families to look at challenging behaviors through a trauma-informed lens and change the culture of their work in homes, schools and classrooms to prevent, recognize and respond to trauma and help children build resilience.

HUMAN TRAFFICKING:

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



Students were excited about the SEL workshops and look forward to Tuesday mornings.



The CSEC training will help me recognize abuses and warning signs. One of the scenarios was kind of mine. It made me feel reassured that I'm not overreacting.

— MEMORIAL HIGH SCHOOL STUDENT

HOME VISITING

97% of eligible children have health insurance

82% of children were up to date with immunizations

99% of children have a primary care provider

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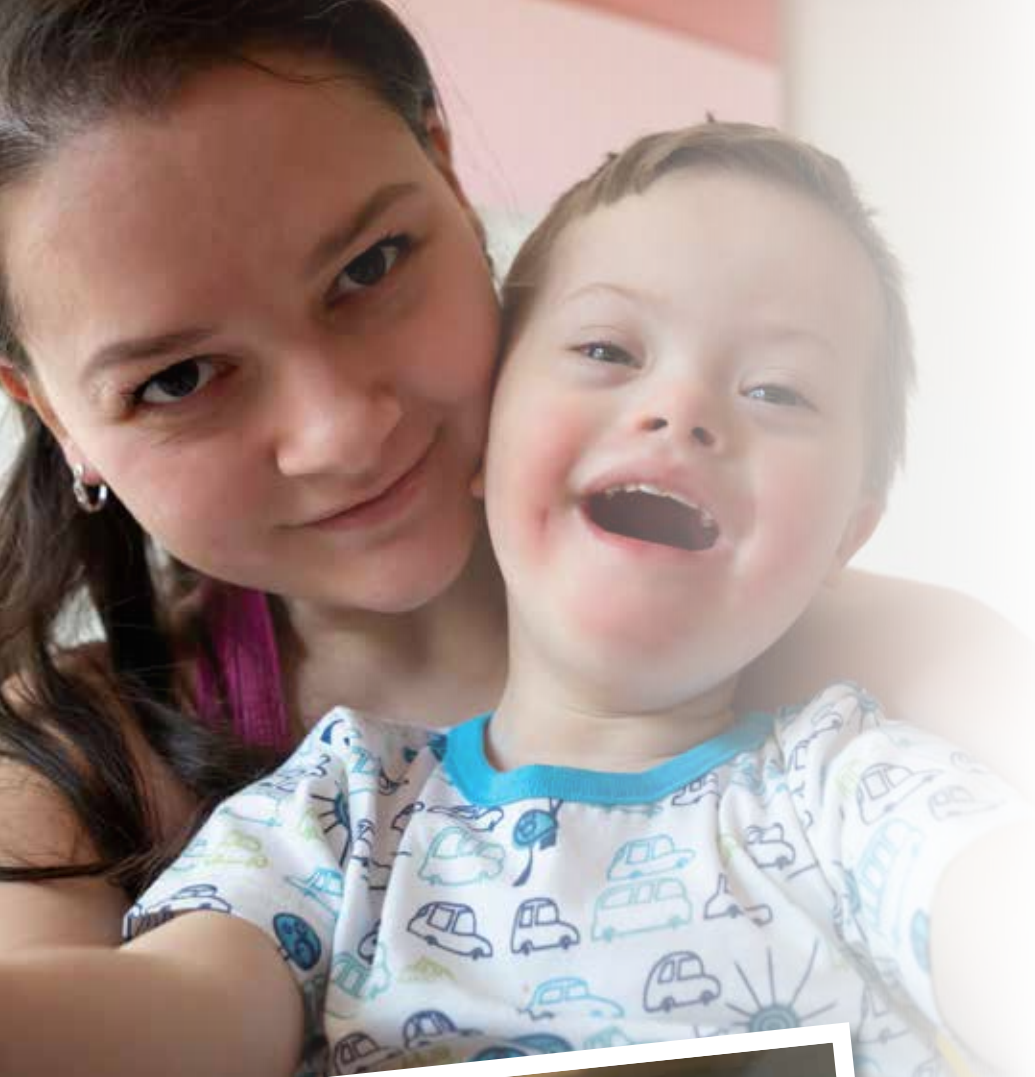
More than **500** students received education about their brains and emotions.

24 groups were presented to students on social-emotional learning in Hamilton Township

COMMERCIAL SEXUAL EXPLOITATION OF CHILDREN (CSEC)

2115 students at Memorial High School in West New York, NJ received CSEC education.





PARENT LINKING PROGRAM (PLP)

85% of babies and toddlers are up to date with well child medical care

100% of babies and toddlers have an identified pediatrician

PERIOD OF PURPLE CRYING®

6,200 infant purple caps were distributed to newborns at 15 hospitals to raise awareness of the Period of PURPLE® Crying program and shaken baby syndrome prevention

GROW NJ KIDS®

Services were provided to:

207 childcare centers

47 family child providers

10 Head Start programs

79 district classrooms

\$280,000 from NJ Division of Family Development funded in-classroom materials and curriculum



Some of the beautiful handmade purple hats & matching booties donated to our Click for Babies NJ campaign to support the Period of PURPLE® Crying program.

WORKING WITH PROFESSIONALS

ChildWIN®

Provided **Pennsylvania educators and School leaders thru Penn State Abington** its *Trauma-Informed Practices* program.

Provided *Thomas Edison State University* two webinars: *Trauma-Informed Education and Social-Emotional Learning in our Schools/Essential Concepts*.

Presented training on *Commercial Sexual Exploitation of Youth* to all **289 faculty** at *Memorial High School* in *West New York*

Worked with **5,600 educators** in *7 school districts*

WHAT'S NEW FOR ChildWIN® ?

Trainings for School District Administrators: turn-key videos to train school staff in trauma-informed practices

PLP

100% of PLP staff rated having a positive relationship with PCA-NJ staff

100% satisfaction of PLP staff with PLP Core Trainings



I really gained an understanding of how human trafficking occurs and who is most vulnerable.

—MEMORIAL HIGH SCHOOL EDUCATOR



I work with students every day who have experienced trauma or are having a trauma response while in school. I collaborate with administration and teaching staff to help support these students in and out of the classroom, but I continue to feel a training like this would be significant in helping them understand and connect with students.

CONNECTIONS MATTER

25 professionals representing 18 New Jersey organizations were trained to become facilitators

Our facilitator network reached **1,356 professionals** and community members in 19 counties with 59 trainings

99% of participants rated the overall quality of CM as very high or high

99% of participants found CM to be useful to their work with children and families

GROW NJ KIDS

The Mandated Reporter Training on Child Abuse and Neglect was delivered to more than **27,000** mandated reporters this year! We've reached more than **97,000** people to date.

Developmentally Appropriate Practices education was provided to **7,886 professionals**

Technical Assistance was provided virtually, so until in-person coaching could resume, programs could apply for rating through a Provisional Rating Observation Process (PROP), Lillian M. Dunfee School in Barnegat School District, with **30 preschool** classrooms, received a 4-Star PROP rating.



Barnegat School District personnel celebrating their 4-star PROP rating!

HOME VISITING

Our home visiting providers received **78 site visits**

We conducted **33 network trainings** and **21 on-site trainings**

15 Community of Practice sessions were presented on topics including goal planning, visit frequency, reflective supervision, observing/coaching, and best practices.

We welcomed **8 new PAT affiliates**.

PETA

600+ professionals were trained on the prevention of child abuse and neglect

More than **3,600 educational materials** and activities were delivered to professionals to integrate prevention into their work with parents and caregivers

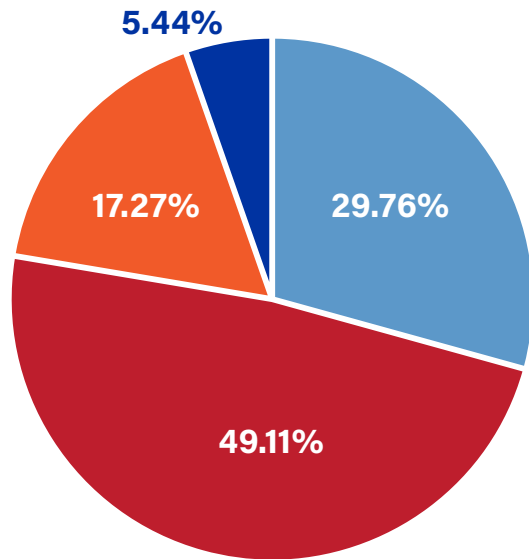


“Thank you so much for reaching our entire staff today with your passion, compassion and understanding. You are truly a gifted presenter always leaving your audience wanting more. Thank you for being a vital part of our school community.”

—ANNE REAP, LOWER SCHOOL DIRECTOR
Trenton Catholic Preparatory Academy

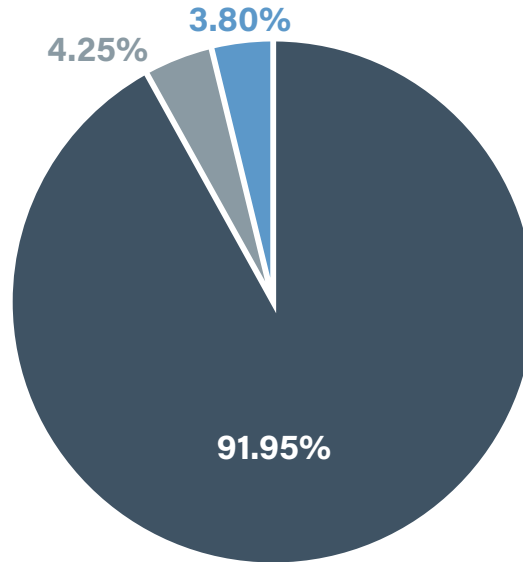
Working with children of all ages means I have to understand not only what their experiences are in school, their communities, and socially but also how their family and home lives impact the ways they interact with all of these environments and show up in each relationship they have. This training provided me with further knowledge for how to show up and support the youth in my care, and how to help them learn how to better understand and regulate themselves.

DONATIONS



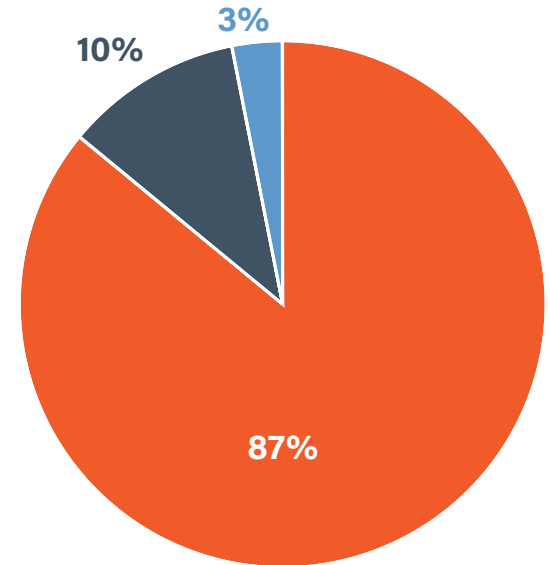
- INDIVIDUAL SUPPORT
- CORPORATE / ORGANIZATION SUPPORT
- SPECIAL EVENTS
- OTHER INCOME

REVENUE



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

EXPENSES



- PROGRAMS
- MANAGEMENT & GENERAL
- FUNDRAISING

FINANCIAL OVERVIEW

	Unaudited Year Ended June 30, 2022	Year Ended June 30, 2021
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$6,055,329	\$5,586,372
Program Fee Revenue	275,062	217,140
Contributions	185,691	198,600
Other Income	(21,148)	108,269
In-Kind Donations	7,396	3,601
Special Events Income	83,249	65,413
TOTAL REVENUE	\$6,585,579	\$6,179,395
EXPENSES WERE INCURRED FOR:		
Salaries, Wages, and Fringe Benefits	\$4,688,080	\$4,343,155
Supplies and Expenses	1,240,015	1,032,875
Facilities Expense	262,875	269,083
Depreciation	47,327	51,278
TOTAL EXPENSES	\$6,238,297	\$5,696,391
Net Operating Income	\$347,282	\$483,004
Net Operating Margin	5.3%	7.8%
NET ASSET ACTIVITY:		
Increase in Net Assets Without Donor Restrictions	\$347,282	\$479,004
Change in Net Assets With Donor Restrictions	-	4,000
Increase in Net Assets	347,282	483,004
Net Assets Beginning of Year	1,699,139	1,216,135
Net Assets End of Year	\$2,046,421	\$1,699,139



GALA 2022

Photo 1: Gala Sponsors Sign

Photo 2: Chris and Dawn Brindle

Photo 3: Seth and Allison Friedman with Lori and Steven Bernknopf

Photo 4: Dr. Monique Collier Nickles, Honoree Rush Russell, Dr. Leroy Nickles

Photo 5: Gina Hernandez, Executive Director with Barbara Cali and John Lishak

Photo 6: Dr. Monique Collier Nickles and Honoree Michelle Schaap, Esq



Photo 1: Gina Hernandez, Executive Director with Honoree Michelle Schaap, Esq. & John Perkoff

Photo 2: Jena and Jeff Calabrese with John and Gabrielle Dykeman

Photo 3: B-Inspired Podcast group with Old Navy representatives

Photo 4: Emcee Bert Baron at the podium

Photo 5: Alycia Guichard, Esq with youth speakers Natalia and Chanel

Photo 6: Asm. Erik Simonsen, Anna Simonsen, Angela McClellan, Asm. Antwan McClellan



THANK YOU

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Kiwanis Club of Greater Parsippany

Medford Vincentown Rotary Club

Monmouth Medical Center

National Center on Shaken Baby Syndrome

Newark Beth Israel Medical Center

New Jersey Natural Gas

NJ Department of Children & Families

NJ Department of Human Services

NJ Office of Faith-Based Initiatives

NJM Insurance Group

Old Navy

Parents as Teachers National Center

Pellegrino Construction Services

Penn Medicine Princeton Medical Center

Prevent Child Abuse America

ProBono Partnership

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Rite Aid Foundation

Robert Wood Johnson Matching Gift Foundation

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Woman's Club of Union

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THE NEW JERSEY CHAPTER OF PREVENT CHILD ABUSE AMERICA
State Headquarters: 103 Church Street, Suite 210 • New Brunswick, NJ 08901
Telephone: 732-246-8060 • Fax: 732-246-1776
www.PreventChildAbuseNJ.org • www.ChildWIN.org