

SHINING A LIGHT

*Illuminating
Paths to
Prevention*



Prevent Child Abuse
New Jersey™



ChildWIN®

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.

Dear Friends,

Hello and welcome. I'm Gina Hernandez, CEO and Executive Director of Prevent Child Abuse-New Jersey and the Child Wellness Institute, known as ChildWIN®. I'm honored to share our Annual Report and this year's theme is *Shining a Light: Illuminating Paths to Prevention*.

Every day, our work is about lighting the way for family wellness—helping children grow up safe, healthy, and supported and ensuring families have the tools and resources they need to thrive. We are proud to have made great strides this year.

We published a new edition of our child sexual abuse prevention standards called *Preserving Their Innocence*, which reaffirms our commitment to protecting children and equipping communities with best practices. We hosted Father Fest, a joyful and successful event highlighting the critical role that fathers play in their children's lives. And we celebrated families at our annual Parenting Palooza where parents, caregivers and children came together for fun, learning and connections.

This year also marked the development of our Protecting Children by Supporting Families training. Through this initiative, we're educating professionals and community members about the Protective Factors that strengthen families, which is one of the truest paths to prevention.

By ensuring families have what they need, we reduce risks, build resilience, and foster brighter futures for our children. None of this would be possible without the extraordinary dedication of our staff, the guidance of our Board of Directors, and the generosity of our donors and funders. Together, you have stood behind us, helping us shine the light of prevention across our state and I thank you.

As you review this year's Annual Report, I invite you to celebrate these accomplishments with us. We are deeply grateful for your continued support and partnership as we work toward a future where every child is safe, loved, and nurtured; every family is strong; and every path leads to wellness.

Thank you!



Gina Hernandez, MA, LPC, CCTP, ACS
CEO & Executive Director



**SHINING
A LIGHT**
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OUR PROGRAMS



COMMUNITY EDUCATION

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

CONNECTIONS MATTER

We provide training and technical assistance to a statewide network of 100+ facilitators reaching every county to prevent and heal from Adverse Childhood Experiences and promote Positive Childhood Experiences.

ESSEX PREGNANCY AND PARENTING CONNECTION (EPPC)

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



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 make more informed decisions about their child's education.

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.

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. HFA programs are found in all 21 counties throughout the state.

HUMAN TRAFFICKING PREVENTION

We educate those who work with youth about the danger of commercial sexual exploitation of children.

PARENTS AS TEACHERS (PAT)

This national home visiting program builds strong communities, thriving families, and children who are healthy, safe, and ready to learn. Through individualized visits provided in family homes, families improve positive parenting practices, are more likely to detect possible developmental delays, and prevent child abuse and neglect. PCA-NJ supports PAT programs in 20 NJ counties and throughout Maryland, New York, Vermont, and Washington, DC.

PARENT LINKING PROGRAM (PLP)

We provide adolescent parents at 7 schools with the support needed in order for them to graduate high school and strengthen their parenting skills.

PEACEFUL PRACTICES

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

PERIOD OF PURPLE® CRYING

We prevent shaken baby syndrome (abusive head trauma) with the evidence-based Period of PURPLE® Crying Program and Click for Babies campaign, providing educational materials and infant hats to partnering agencies.

YOUNG PARENT COALITION

We increase access to evidence-based prevention programs for young parents and improve overall fathering practices for young dads ages 14-21.



COMMUNITY EDUCATION



2,000

Handmade purple infant hats were knitted & crocheted by volunteers in support of our CLICK for Babies Campaign



93%

Of participants in our Protecting Children by Supporting Families training felt more confident in their role supporting families and learned new ways of engaging families



27

Conferences and community events attended by our staff, distributing thousands of education materials on parenting best practices and prevention of child abuse & neglect



500+

Professionals and community members educated on prevention of child abuse & neglect, positive discipline and domestic minor sex trafficking

This past year we held a free virtual conference for PCA-NJ staff and the public to attend our child abuse and neglect prevention training: **Protecting Children by Supporting Families**. This workshop helps those who work with families understand and connect families to the resources they need to reduce stress and prevent child maltreatment. Our two workshops united 104 representatives of numerous organizations.



An assortment of purple hats for newborns.



Educational package with purple hats and information for parents of new babies on the Period of PURPLE Crying.



CONNECTIONS MATTER™

developing brain • relationships • community
NEW JERSEY

Through Connections Matter, we provide technical assistance and training support to facilitators statewide.

We recently invited the Executive Director of the New Jersey Department of Children & Families Office of Staff Health and Wellness to speak about Psychological Safety in our professional and personal lives.

Our facilitators engaged in group and individual activities to improve their communication and team dynamics.

We awarded training items, and facilitators left with Connections Matter materials and pinwheels in recognition of Child Abuse Prevention Month.



Connections Matter team with newly trained facilitators.

This year, we reached **1,395** people
- nearly **200** more than last year

Our **170** facilitators represent family-serving organizations in all **21** counties



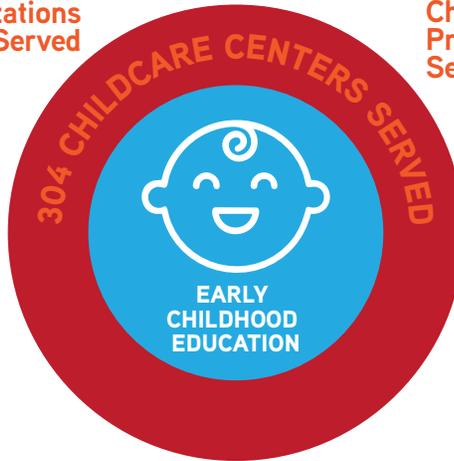
We certified **43** new Connections Matter facilitators



11
Head Start
Organizations
Served

39
Family
Childcare
Providers
Served

4,300
Hours of
Technical
Assistance
Delivered



43
School
Districts
Served

97
Programs
Rated

“Our journey with Grow NJ Kids Star Rating Program has been nothing short of incredible. When we first joined in 2014, we were excited but also nervous. We knew there would be challenges ahead with a new curriculum, teachers committing to more professional development, and changes.

My teachers and students have come so far navigating hard work, challenges, and a bit of stress! This program has been such a valuable resource for my preschool, and I couldn’t be happier with the growth, quality, and success we’ve achieved together, especially with the help of Joy Baker.

Grow NJ Kids has helped us grow in quality, confidence, and community—and for that, I am deeply grateful.”

— LISA BARBARINO

The Children’s Center for Learning in South Amboy achieved a major milestone by earning a 5-Star Rating from Grow NJ Kids, the highest level of recognition in New Jersey’s early childhood quality rating system. Since beginning their journey in 2014, the center demonstrated a strong commitment to curriculum implementation, professional development, and quality standards, earning a 4-Star Rating in 2018. With the guidance of Owner/Director Lisa Barbarino and support of Technical Assistance Specialist Joy Baker, the program successfully navigated challenges such as staff turnover, the pandemic, and curriculum differences with the district. Their perseverance, innovation, and dedication to quality helped the center reach this pinnacle of success, serving as an inspiring example for early childhood programs across the state.



Children’s Center for Learning Owner/Director Lisa Barbarino celebrates their 5-Star Rating.

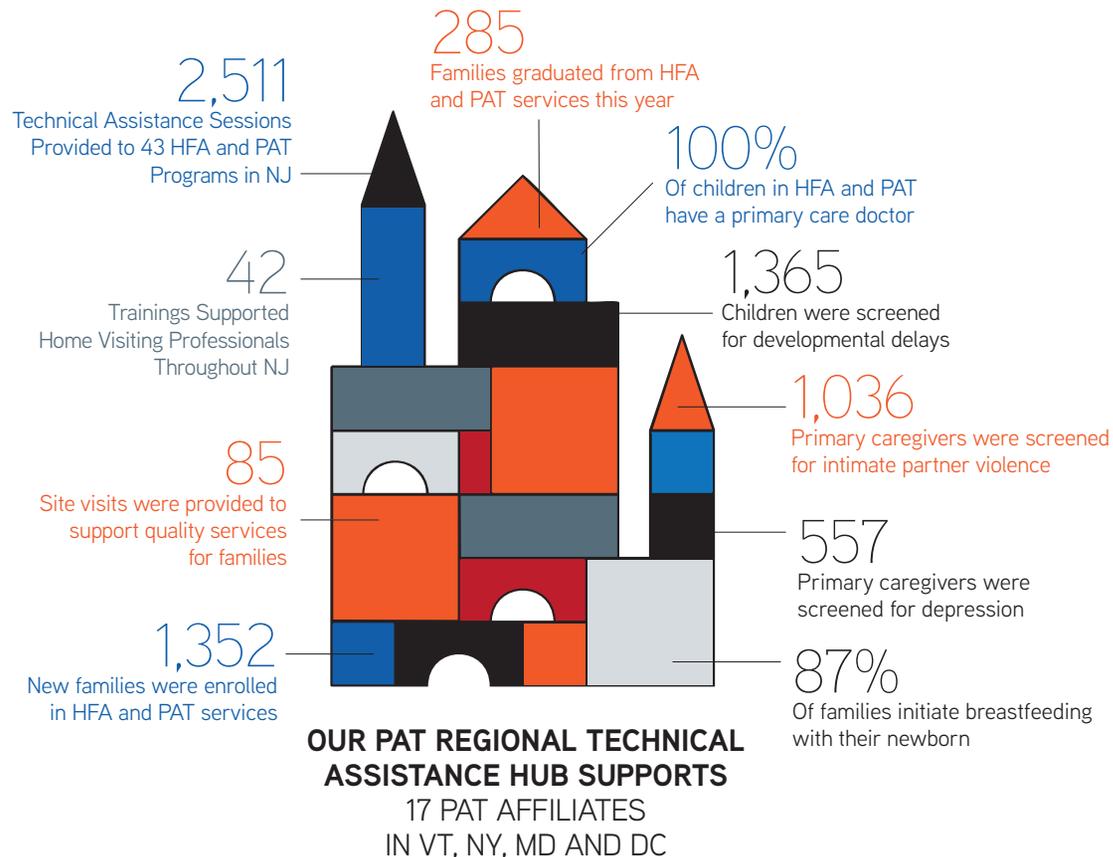
HOME VISITING

In April, our Home Visiting Department celebrated the inaugural National Home Visiting Appreciation Week, sharing the important work of home visiting throughout New Jersey—especially the HFA and PAT networks—with a weeklong social media campaign. Home visiting programs help parents meet the unique needs of their children, promote healthy development, strengthen family relationships, reduce the risk of abuse and neglect, and support community connections.

National Home Visiting Appreciation Week allowed PCA-NJ to highlight the great work of our partners and increased awareness of the benefits of home visiting, made possible by the training and implementation supports provided by our Home Visiting team. With PCA-NJ's support, Caring for Kids in Cape May County was awarded PAT's Losos Prize for Innovation in October 2024 for their pioneering work to address food insecurity; Union County programs provided parent leadership education; and parents can thrive.



Caring for Kids in Cape May accepted the Losos Prize for Innovation at the PAT National Conference.



"...truly life changing... the program gave me tools and encouragement I didn't even realize I needed."

— HOME VISITING PARENT

ADOLESCENT PARENTING



PLP Contest Posters.



Young Parent Leaders Gabriella and Uriel.



605

Group sessions supported adolescent parents with information on child development, healthy relationships, and life skills

97%

Seniors graduated high school

54

Students from 7 high schools attended the Annual PLP Conference

97%

Of PLP participants were promoted to the next grade level

99%

Of PLP youth did not have another pregnancy while in high school



73

Sessions of Young Fathers for fathers were hosted

90%

Of Young Fathers United members reported a better understanding of manhood and expressed interest in continued learning about fatherhood

12

Meetings were convened with 206 professionals statewide to support adolescent parents

34

Members and 5 young parent leaders participated at our Annual Statewide YPC Summit

46+

People attended our Father Fest including 14 young fathers under age 27

At our Annual PLP Conference, we recognized fathers who successfully completed the 24/7 Dads curriculum. PLP youth participated in a contest by creating an acrostic poem with their child's name with a narrative explanation on the back. We received vibrant creative entries reflecting effort, creativity and pride. The entries showed the students' commitment and love for their children exemplifying the conference theme: "The Art of Parenting: Empowering Children through Creativity."

Gabriella and Uriel graduated from New Brunswick High School with high honors and are attending Rutgers University. They served as Young Parent Leaders in our Young Parent Coalition, and they shared their story at our Annual YPC Summit. They successfully advocated for young parents by providing their unique perspectives in coalition meetings with providers and sharing resources and opportunities with their peers.



THE ESSEX PREGNANCY AND PARENTING CONNECTION

5,000+

Inquiries were received via Connecting NJ from families residing in 21 Essex County towns

1,500+

Families were connected with more than 1,500 referrals to community resources

12

We offered 12 workshops on social determinants of health

200

Our early childhood specialists received 200 referrals to support families with developmental health related inquiries



EPPC Parenting Palooza.



Mother and daughter enjoy music at the Parenting Palooza.

EPPC supported the new Family Connects NJ program resulting in 500+ nurse home visits for new mothers in Essex County.

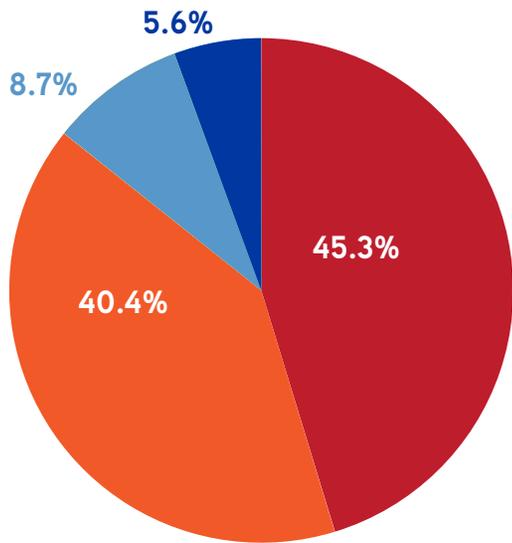
More than 60 Essex County families attended our 11th Annual Parenting Palooza where they engaged with 25 community organizations and attended workshops on wellness and parenting.

EPPC is committed to educating community members about preeclampsia, a leading cause of preventable maternal death in NJ.

Our Parent Cafes, using the Be Strong Family Model, are fun and educational. Families learn about the Five Protective Factors and enjoy food, fun, and connections, gaining insight on building brighter futures for children.

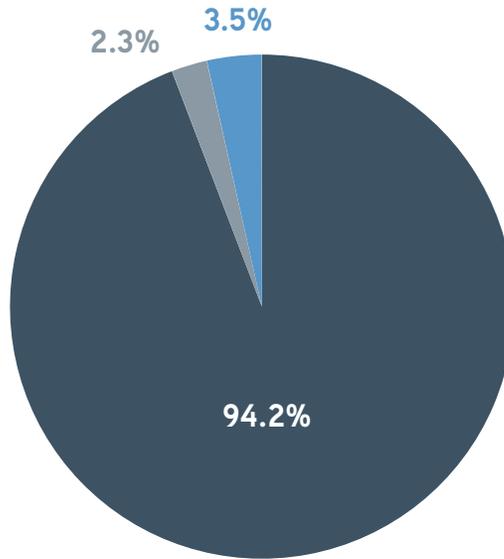


DONATIONS



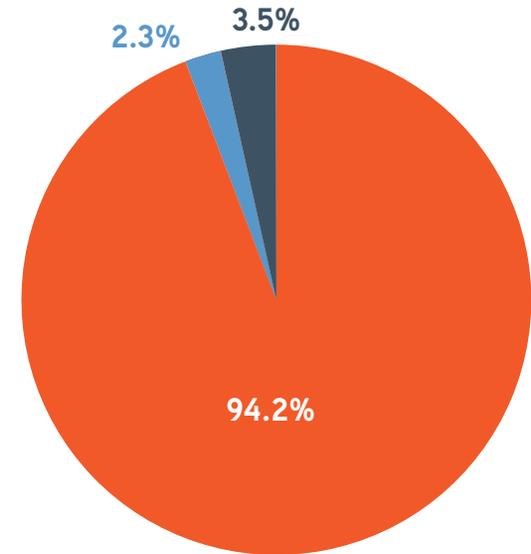
- INDIVIDUAL SUPPORT
- CORPORATE / ORGANIZATION SUPPORT
- SPECIAL EVENTS
- OTHER INCOME

REVENUE



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

EXPENSES



- PROGRAMS
- MANAGEMENT & GENERAL
- FUNDRAISING

(\$ in Thousands)

	Year Ended June 30, 2025	Year Ended June 30, 2024
REVENUE WAS PROVIDED FROM:	(unaudited)	
Grants & Contracts	\$8,044.24	\$7,172.14
Program Fee Revenue	\$145.43	\$78.26
Contributions	\$187.60	\$212.63
Other Income	\$130.21	\$80.92
In-kind Donations	\$12.32	\$12.89
Special Events Income	\$19.10	\$10.40
TOTAL REVENUE	\$8,538.90	\$7,567.23
EXPENSES WERE INCURRED FOR:	-	-
Program Services	\$1,930.84	\$1,520.09
Management & General	\$6,019.18	\$5,783.86
Development	\$15.12	\$19.65
TOTAL EXPENSES	\$7,965.14	\$7,323.60
Net Operation Margin	0.00	0.00
Net Operating Income	\$573.76	\$243.63
NET ASSET ACTIVITY	-	-
Increase In Net Assets Without Donor Restrictions	\$429.19	\$196.22
Change In Net Assets With Donor Restrictions	-	-
Increase In Net Assets Without Donor Restrictions	\$429.19	\$196.22
Net Assets Beginning Of Year	\$2,208.41	\$2,012.19
Net Assets End Of Year	\$2,637.60	\$2,208.41





558

Parents attended our Healing Hearts parent workshop



1,935

Educators received training and professional development



4

We completed our fourth year working with the Trenton School District and developed a video to highlight our partnership



Maria Vasquez Delivering a Parent Workshop.

This year, ChildWIN® provided parent education to more than 550 parents, primarily through our partnerships with the Trenton School District and community organizations such as New Destiny Family Success Center.

Parents learned about Adverse Childhood Experiences (ACEs) and trauma, and how these experiences affect the brain, body, and child development.

They also gained insight into how their own life experiences shape their parenting styles and practiced concrete strategies to support their children's growth and well-being.

In addition, through our ongoing partnership with DSM-Firmenich, two \$2,500 scholarships were awarded in memory of Sheila Maguire and Vasu Nacha, beloved ChildWIN® trainers who passed away.

The scholarship recipients demonstrated dedication and spirit reflecting the legacy of Sheila and Vasu who were passionate about serving families, children, and the community.



Honoree Gian Paul Gonzalez with CWI Board member Dr. Natalia Rothman.



CWI Board President Harvey Lermack with Ken Brahl representing Honoree Ravitz Family Markets.



CWI CEO/Executive Director Gina Hernandez with Honoree George Scott.



CWI Board members Scott Stein and Altisha Glaster.



CWI Board member Alycia M. Guichard with Youth Consultation Service youth speakers.



CWI Board members Rev. Dr. Darrell L. Armstrong and Worlue Kokro with Dr. Channing Conway.



Gala Sponsor and past Honoree Steve Pellegrino with Beth Pellegrino.

SUPPORTERS & DONORS

THANK YOU

To these agencies, funders and organizations for their support

ACNJ

Agape Community Services

American Council for
School Social Work

Atlantic County Youth
Services Commission

Attitudes in Reverse

Beacon Bridge Wealth Partners

Beyond Bedtime

Bloomberg

BookSmiles

Bridge of Books

CARES Institute

Center for Counseling Services

Center for Family Services

Central NJ Alumnae of Kappa Delta

Chubb

DiLeo Family Foundation

Dr. Amy James & Associates

DSM-firmenich

Education Association of Nutley

For the Love of Pete's Pantry

George W. Bauer Family Foundation

Harold I. & Faye B. Liss Foundation

Health Care Foundation of the Oranges

Healthy Families America

Heartstrings

Holman

HSBC

James B. Boskey Memorial Foundation

Jersey College School of Nursing

JPMorganChase

JS Fitness & Wellness

Kiwanis Club of The Haddons

Lester & Grace Maslow Foundation

Lyons & Associates

Middlesex High School National
Honor Society

Mission Kids Child Advocacy
Center

National Center for Shaken
Baby Syndrome

New Jersey Department
of Children & Families

New Jersey Department
of Human Services

New Jersey State Federation
of Women's Clubs

Nisivoccia LLP

NJM Insurance Group

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Old Navy

Parents as Teachers

Pechter Foundation

Pellegrino Construction Services

Peter McManus Cafe

Presbyterian Women of the
Presbytery for Southern NJ

Prevent Child Abuse America

Ravitz Family Markets

RiteAid Healthy Futures KidsCents

Riviera at Freehold

Robert Wood Johnson Foundation

Rutgers University GlobeMed

Sax LLP

Shay Capital

Shiloh Baptist Church

Smith Family Foundation

Sunrise Optimist Club of Freehold

The Ocean is Female Foundation

Verizon

Virtua Health

Voorhees Rotary Dinner Club

Youth Consultation Service

THANK YOU

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Eunice Tejada Mateo

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PINWHEELS FOR PREVENTION CAMPAIGN

We thank all our partners throughout New Jersey who observed national Child Abuse Prevention Month by participating in Wear Blue Day and “planting” pinwheel gardens to demonstrate support for children’s well-being.



PCA-NJ Vice President Dr. Veronica Ford joined her fellow Delta Sigma Theta Sorority Alumni to “plant” pinwheels at Faith Baptist Church.



PCA-NJ CEO/ED Gina Hernandez was joined by prominent figures at Shiloh Baptist Church who spoke about prevention before “planting” a pinwheel garden. L-R: Lisa Asare, Assemblywoman Tennille McCoy, Christileann Zielinski, Gina Hernandez, Rev. Dr. Darrell L. Armstrong, Bill Spadea, Worlue Kokro, Sanford Starr, Trenton Mayor Reed Gusciora, and Kim McNear.



Mayor Chuck Sauter and the Bellmawr Borough Council recognized April as Child Abuse Prevention Month.



The Sunrise Optimist Club of Freehold hosted a pinwheel garden event at the Municipal Building with Freehold Township leaders and representatives from Lyons & Associates and the YMCA.



The Kiwanis Club of Asbury Park celebrated Wear Blue Day and “planted” pinwheels demonstrating their support for children’s well-being.

IN-KIND DONATIONS



Dr. Dan Dinowitz and Voorhees Pediatric Dentistry team showed support on Wear Blue Day, planted a pinwheel garden and distributed pinwheels to families.



Big Brothers Big Sisters of Cumberland & Salem “planted” pinwheels at their Bridgeton office.



Agape Community Services in East Brunswick provided diapers, baby wipes, personal care items, and toys.



Theresa Ruszkai created handmade apparel for the dolls she contributed.



For the Love of Pete's Pantry (founder Jean Rodrigues) donated Baby Bundles to our Parent Linking Program containing infant apparel, handmade baby blankets, board books, and other baby essentials; they also donated a car seat, pack n' play and boppy pillow.



OceanFirst employees in Toms River and Red Bank contributed 3,517 diapers and 7,964 baby wipes to support our NJ Diaper Network.



Rutgers University Residence Hall Honorary donated dozens of plush figures they assembled for PCA-NJ.



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Prevent Child Abuse
New Jersey™



ChildWIN®

THE NEW JERSEY CHAPTER OF PREVENT CHILD ABUSE AMERICA

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