



ANNUAL REPORT  
2010



25 Years of  
Keeping Kids  
Safe!

[www.peikids.org](http://www.peikids.org)



## PEI KIDS

IS DEDICATED TO  
PROMOTING AND  
MAINTAINING A  
SAFE ENVIRONMENT FOR ALL  
CHILDREN.

PEI KIDS WORKS WITH  
THE CHILD, FAMILY AND  
CAREGIVER TO PROVIDE  
**PREVENTION,**  
**EDUCATION AND**  
**INTERVENTION**  
PROGRAMS  
RELATING TO  
PERSONAL SAFETY,  
SEXUAL ABUSE AND  
THE OVERALL  
WELL-BEING OF  
THE CHILD.



## PEI Kids PALS

(People Appreciated for Long Service)

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David B. Thompson

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## A Message from Board President Nola Bencze, Esq.

2010 marked the end of an era at PEI Kids and the beginning of a new one.

In the Spring of 2010, PEI Kids' Executive Director and Co-Founder Evelyn Gill announced her retirement after 25 years of serving as PEI Kids' leader and as a champion for thousands of children and families in the Mercer County community and beyond. Evelyn had a dream over a quarter of a century ago to create an agency that provided services to children who had faced the horror of sexual abuse at a time when no one was doing this work in this community. Not only did her dream become a reality, but the agency grew leaps and bounds during her tenure, expanding to provide programming for juvenile offenders; services for children and families involved in the foster care system; and workshops for students, caregivers and educators covering topics such as bullying and abuse.

My fellow Board of Trustees members and I knew that finding a replacement for Evelyn would be a challenge. After an extensive search process, we found the leader that will carry PEI Kids into the future. Penny Ettinger encompasses many qualities that Evelyn possesses – a genuine love of kids, a passion to provide exemplary services to the children and families in the community, great enthusiasm and a wholehearted commitment to the agency's mission.

As we move into the future, we look back at the previous year in the pages of this Annual Report and highlight the successes and challenges we as an agency faced. The purpose of this Report is to give you a snapshot of the valuable work our agency does in the community and to show you how much we value each and every dollar we receive from our generous donors. This is reflected in how we spend our money, as over 78% of the dollars goes directly toward our programs and services.

We thank each and every donor whose generosity and support have touched the lives of the more than 16,000 children and families we serve each year!

Sincerely,



Nola R. Bencze, Esq.  
President, Board of Trustees





*“PEI Kids has helped me in many ways. How to control myself. How to think before I act or do something.”*

*-- Comprehensive Juvenile Offenders Outreach Services participant, age 17*

*“...The PEI Kids puppet show taught us that people may look different on the outside, but inside we are all the same. We all have feelings and emotions.”*

*- Kids on the Block participant, age 8*



*“...I have been able to use the skills I acquired through the program and apply them to my life every day... I have not only learned from my mistakes, I have grown as a person and know that, wherever I go in life, my decisions will be positive ones.”*

*- Lawrence Township Stationhouse Adjustment participant, age 16*

## A Message from Executive Director Penny Ettinger

Having joined PEI Kids in the last quarter of 2010, I can tell you with certainty that this wonderful organization had a successful, albeit challenging, year -- an economic recession and financial restraints of funders; the loss of funding for our core program that provides crisis intervention counseling to child victims of sexual abuse; and the retirement of a brilliant and passionate founding director. Throughout it all, our Board of Trustees, staff, donors and volunteers continued to ensure that our programs remained exemplary -- and that every child in need of our services received them. Working together, we served more than 16,000 children and their families, while increasing our community outreach and remaining fiscally sound.



We continued to be Mercer County's largest, most comprehensive provider of primary **Prevention/Education** programs for pre-k, elementary and middle-school children; and our **Crisis Intervention for Child Victims of Sexual Abuse Program** remained the only program of its kind in Mercer or the surrounding counties. We saw a sharp increase in the number of teens caught up in the "epidemic" of sexting and expect to direct a great deal of our future efforts at counseling and intervention approaches for these children.

In collaboration with local police departments and law enforcement agencies, the Mercer County Juvenile Probation Department, the Mercer County Family Court and The College of New Jersey Bonner Scholar's Program, our Juvenile Intervention programs, including the **Stationhouse Adjustment Program** and the **Comprehensive Juvenile Offenders Outreach Services**, continued to be lauded and recognized for helping to reduce gang involvement, violent tendencies and repeat offenses among County youth.

Our **Supervised Visitation** program continued to work with the Division of Youth and Family Services (DYFS), planning and supervising thousands of visits between foster children and their biological family members, while also providing thousands of rides to counseling sessions, doctors' appointments and other pertinent venues for families in need.

As we report on the past, it is equally important to focus on our future. It is easy to blame the economy, our funding and/or our opposing politics. However, let us remember that the "recession" is not on the mind of a frightened teenager waking up in a violent, unsafe environment; or on the mind of the lonely three-year old in foster care eagerly anticipating a visit with his siblings; or the shy middle schooler who is lured by gang culture because he is failing in school; or the nervous 10-year-old who is being bullied mercilessly by her classmates; or the innocent little girl being sexually abused by her uncle ... Money is not in the forefront of their minds.

On behalf of everyone at PEI Kids, I thank our funders, our collaborative partners, our Board, our staff and our volunteers for your commitment to giving children in this community the opportunity for safe and secure futures. I leave you with the following quote by Nelson Mandela:

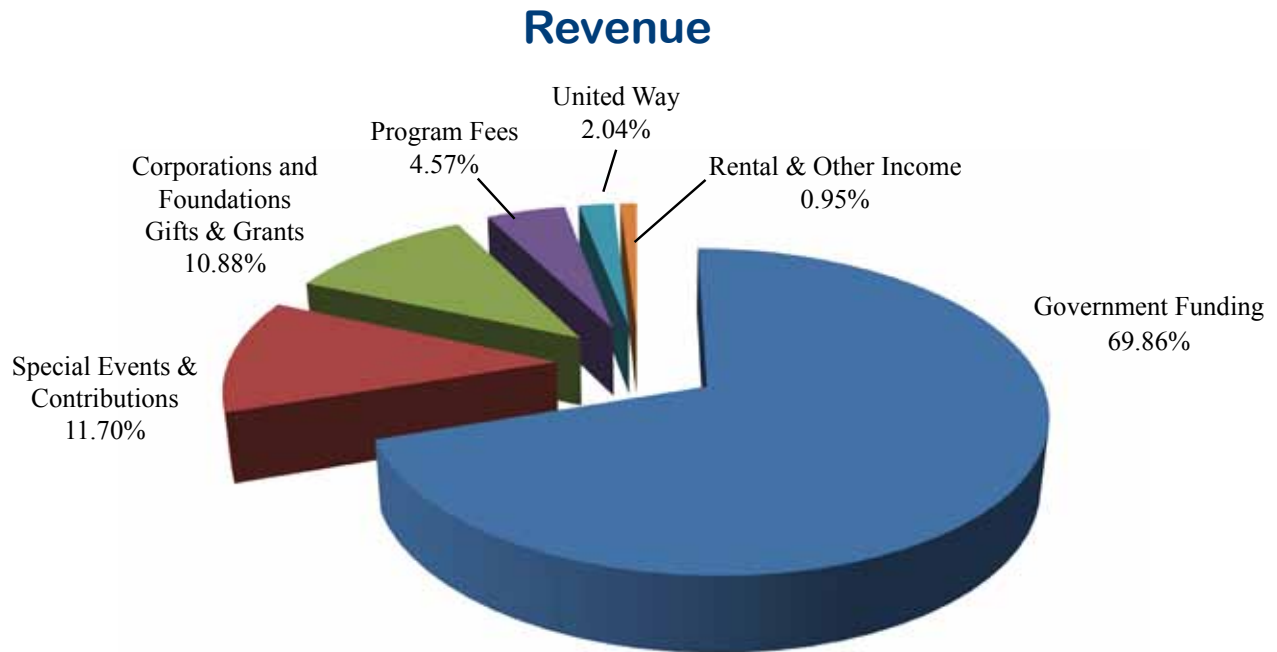
*"Safety and security don't just happen, they are a result of a collective consensus and public investment. We owe our children, the most vulnerable citizens in our society, a life free of violence and fear."*

With warm regards,

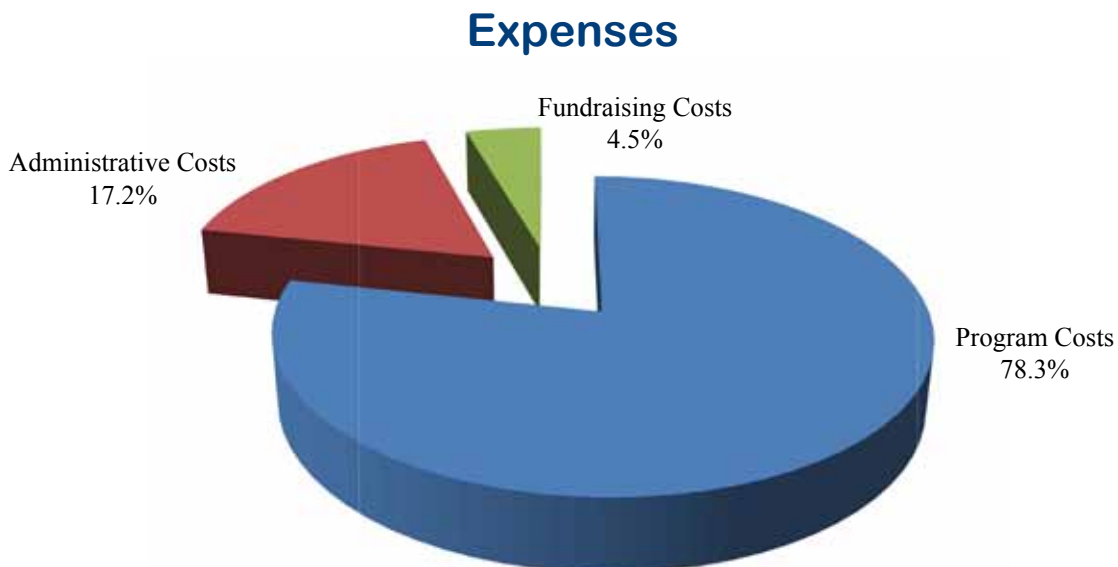
A handwritten signature in black ink that reads "Penny Ettinger".

Penelope R. Ettinger  
Executive Director

# PEI Kids 2010 Financials



There was a slight increase (+.95) in Government Funding in 2010 compared to 2009. There was also a decrease in program fees in 2010 (-1.33). There was a 3.83% increase in Fundraising and an 11.5% increase in contributions in 2010. Reasons for the increase include a rise in donations toward the Annual Fund, three successful special events, and new corporate and individual donors.



In 2010, there was a decrease in both our program (-3.3%) and fundraising costs (-1%) from 2009. There was a small increase (+4.3) in administrative costs in 2010. This can be attributed to the Executive Director search and the subsequent transition.

# FINANCIAL HIGHLIGHTS - Audited Results

*Year Ended December 31, 2010*

## STATEMENT OF ACTIVITIES

REVENUES & OTHER SUPPORT	
Grants – state	\$500,241
Grants – county	\$204,892
Grants – city	\$5,000
Grants – United Way	\$23,040
Grants – other	\$100,779
Program Fees	\$31,046
Fundraising, net of expenses of \$39,302	\$105,155
Contributions	\$136,136
Rental income, net expenses	\$10,104
Investment income	\$2,061
Other Revenues	\$51

**Total Revenues and Support: \$1,118,505**

## EXPENSES

Program Services	
Prevention Services	\$192,947
Crisis Intervention	\$158,751
Trauma, Loss & Depression Intervention	\$56,843
Supervised Family Visitation	\$242,632
Transportation Plus	\$82,787
Juvenile Intervention	\$123,317
Violence Prevention	\$3,247

**Total Program Services \$860,524**

Supporting Services	
Management & General	\$181,098
Fundraising	\$45,552

**Total Expenses: \$1,087,174**

## STATEMENT OF FINANCIAL POSITION

<b>Total Assets</b>	<b>\$1,066,449</b>
<b>Total Liabilities</b>	<b>\$406,122</b>
<b>Total Net Assets</b>	<b>\$660,327</b>
<hr/>	
<b>Total Liabilities and Net Assets</b>	<b>\$1,066,449</b>

# PEI Kids 2010 Accomplishments

- PEI Kids celebrated our **25th Anniversary** in 2010, commemorating the milestone at our Annual Dinner. We also hosted successful golf tournament and wine tasting fundraisers, raising more than \$66,000 through these special events.
- Twenty-five years after co-founding our organization, **Evelyn A. Gill** announced her retirement as Executive Director. After an extensive search, **Penny Ettinger** was named PEI Kids' Executive Director in October 2010. Penny brings over 25 years of experience in health and social services for high risk children and their families.
- PEI Kids established **PALS (People Appreciated for Long Service)** in 2010. The seven PALS honored during our Annual Dinner included past board members as well as committee members who have done everything from making our special events so very special to finding our agency a new home (and renovating it).
- The **Mercer Regional Chamber of Commerce's Young Business Leaders Council (YBLC)** selected PEI Kids as its annual charitable organization to support for 2010. Each year, the YBLC chooses a nonprofit to aid and assist in numerous ways, such as volunteering for specific events and helping to find donations and sponsorships for specific programs.
- In 2010 alone, we served **60** schools in Mercer County, educating over **14,000** children and more than **500** adults through primary Prevention programs, including **Child Assault Prevention (CAP), No More Bullies, No More Victims** and **Kids on the Block**. Two bilingual staff members were hired to present Prevention workshops in schools in Mercer County.
- We began presenting **Cyber-Empowerment** adult workshops, one of NJ CAP's newest programs, which explore how some electronic communications are opportunities for bullying, bias crimes and violence among students.
- Our **Crisis Intervention Program for Child Victims of Sexual Abuse** served **229** child victims and **294** family members. It continues to be the only program of its kind in Mercer and other surrounding counties.
  - The **Lawrence Stationhouse Adjustment Program (LTSHAP)** served **89** youths and **100** adults in 2010. We adopted the Phoenix Curriculum, which encourages greater discussion among youth, and addressed such issues as thinking about right and wrong, communication skills, life skills, loyalty, peer pressure, healthy risk taking and changing for a better life. We also added a weekly community service component to enhance the program, and participants wrote letters and cards to military personnel serving in Iraq and Afghanistan.
- Our **Comprehensive Juvenile Outreach Offenders Services (CJOOS)** program served **140** at-risk youth and **56** parents/guardians in 2010. We added a technology component, providing participants with computer training by a part-time technology instructor. This training helps youth develop or enhance computer skills; understand and complete homework assignments; create and edit resumes; and learn how to complete online applications for college, financial aid and employment.
  - Our **Supervised Family Visitation Program** facilitated **1,700** supervised visits between children in the foster care system and their biological parents and family members and provided **3,600** hours of transportation services for these visits, as well as for doctors' appointments, counseling sessions, and other pertinent appointments. We were happy to see six families in the program reunited in 2010.





# 2010 Donors

*PEI Kids is grateful to our many supporters. Without them, we would be unable to continue to serve these vulnerable youth and their families through our programs and services. Please note that we have taken every possible step to ensure the accuracy of this listing. We encourage you to please bring any errors or omissions to our attention by calling (609) 695-3739.*

## Government Funding

### \$25,000+

NJ Child Assault Prevention (CAP)  
County of Mercer, Division of Youth Services  
NJ Department of Children & Family Services  
NJ Juvenile Justice Commission  
State of New Jersey - Victim Assistance Grant

### \$5,000-\$9,999

City of Trenton - Community Development Block Grant (CDBG)

## Corporations & Foundations

### \$25,000+

The Merancas Foundation, Inc.  
Princeton Area Community Foundation

### \$10,000-\$24,999

Horizon Foundation for New Jersey  
Janssen Pharmaceuticals, Inc.  
PNC Bank  
United Way

### \$5,000-\$9,999

Bloomberg, L.P.  
Lawrence Alcohol and Drug Alliance (LADA)  
Lawrence Township Community Foundation

### \$1,000-\$4,999

Anonymous  
AAA Mid-Atlantic Insurance  
Buchanan Ingersoll & Rooney, PC  
Capital Health  
Church & Dwight Co., Inc.  
First Choice Bank  
NJ Utilities Association  
Pellettieri, Rabstein & Altman  
Phoenix Advisors, LLC

Reilly's Collision Center  
Tuchman Foundation  
Ventura Wealth Management  
Verizon Foundation

### \$500-\$999

BlackRock  
Borden Perlman Insurance  
Hopewell PBA Local 342  
Nottingham Insurance  
Roma Bank  
Stonybrook Golf Club  
Szaferman Lakind Blumstein & Blader, P.C.

### Up to \$499

AFSCME Council 73  
Bontoux, Inc.  
Cahill, Wilinski, Rhodes & Joyce, P.C.  
Candela Restaurant & Pizzeria  
Commercial Cleaning Corp.  
DanMor Mechanical Inc.  
Delectabell Management, Inc./Taco Bell  
The DeRosa Group  
EisnerAmper Wealth Management & Corporate Benefits, LLC  
First Bank  
Fusion Employer Services, LLC  
Gres Paving Company, Inc  
Hair Illusions  
Hirschmann Antique Clocks  
Hopewell Township Police Superior Officers Association  
Hopewell Valley Community Bank  
Horvath & Giacini, PC  
Hutchinson Industries  
Innovative Sales, Inc.  
Inside Architecture, PC  
Interfaith Caregivers Trenton  
Kalavruzos, Mumola & Hartman, LLC  
Lambertville House  
Mercadien Group  
Mercer Regional Chamber Of Commerce  
Palazzo Interiors  
Pennington Cleaners  
Peter J. Russo Agency  
P.H.C. Toys  
Plummer Construction Co.  
Probasco Farms LLC  
PSE&G  
RedEye, Inc.  
Riverfront Associates, Inc.  
R K Fragrance & Cosmetics, Inc.  
Rottkamp & Flacks  
Rue Insurance  
SCM Electrical Contractors  
Simone Realty, Inc.  
Stark & Stark  
Stoolmacher Consulting Group  
Unit 7  
V.J. Scozzari & Sons, Inc.  
Zsenak Plumbing and Heating LLC

## Individuals

### \$10,000-\$24,999

Anonymous  
Tom & Fran Bartlett  
Marty & Beth Deitchman

### 5,000-\$9,999

Anonymous (2)  
Betty Wold Johnson  
Amy & Jeff Smith

### \$1,000-\$4,999

George & Evelyn Gill  
Dan Hogan & Angela Leaney  
John & Diane Lusdyk  
Mark & Kathy Mucciacciaro  
Chris & Denise Pratico

### \$500-\$999

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Jane Lowe-Rodriguez & Julio Rodriguez  
John & Susan Maley  
Dan McKeown, Jr.  
George Meyer & Family  
Thomas & Dawn Puskas  
Timothy & Carmen Tantum  
David Thompson  
Kristen Vidas  
Barbara & Tom White  
Andrew T. Zalescik

### Up to \$499

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Helen Dempsey  
Tracey Destribats  
Zoe & Edward Devaney  
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Al Barker  
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Broadway Ballroom  
Brooklyn Botanical Garden  
Business Bistro Catering  
Calloway Golf  
Candela Restaurant & Pizzeria  
Capital Health  
Cashelmara Inn  
Charlotte Coley  
Michele Conrad  
Courtyard by Marriott, Ewing Hopewell  
The Daily Show with Jon Stewart  
Delight B Gourmet Catering & Bakery  
Marsha Dowshen  
The Early Show  
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Gail Kennette  
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Martha Stewart Show  
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Denise Nadeau  
New Hope and Ivyland Railroad  
New Jersey Devils  
New Jersey Nets  
Nick's Café 72

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Nottingham Insurance  
NY Jets Community Relations  
Peter Odello  
Okemo Mountain Resort  
One Simple Wish  
Paulie's Anna Rose Restaurant  
Kathy Pentek  
Philadelphia Eagles  
Philly Pretzel Factory of Lawrenceville  
PJ's Pancake House Restaurant  
PNC Bank  
Chris & Denise Pratico  
Princeton Fitness and Wellness Center  
Probasco Farms  
Revere Ristorante Italiano  
R Lounge at Two Times Square Restaurant  
Robert Wood Johnson University Hospital  
of Hamilton  
Roma Bank  
Rutgers University  
RWJ Hamilton Center for Health & Wellness

Sal DeForte's Ristorante  
Salt Creek Grille  
Sesame Place  
Kerri Stahl  
St. Ignatius School  
TD Bank  
Dave & Marlene Thompson  
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University Medical Center of Princeton  
US Youth Soccer  
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Za Restaurant  
Zanya Spa/Salon

THANK



YOU!

**PEI Kids** offers various donation opportunities to those who wish to support our work to keep kids safe. You may make an individual donation; a donation in memory or in honor of a person or occasion special to you; a matching gift with your employer; gifts of a service or item; or a gift to our endowment fund.

Visit [www.peikids.org](http://www.peikids.org) or call Penny Ettinger at (609) 695-3739 for more information!



Nurturing today for a bright tomorrow

## PEI Kids

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Lawrenceville, NJ 08648  
Phone: 609-695-3739  
Fax: 609-695-1116

[www.peikids.org](http://www.peikids.org)