



P.O. Box 1437, Morristown, NJ 07962

New Insights

2009 Annual Report
Jersey Battered Women's Service, Inc.

Cover Photo by Nathalie Bernard, JBWS Grants Manager

Our Mission is the prevention of domestic violence through the protection and empowerment of the victim, the rehabilitation of family members, the advocacy of social reform to prevent partner violence, and the education of the public about domestic violence and its consequences.



Groups from throughout Morris County displayed banners at the Morristown Green to demonstrate their support for victims of teen and domestic abuse.

Our Vision is to create a community-wide culture that does not tolerate the presence of any form of family or partner violence...a culture that holds abusers accountable for their actions and victims blameless for their victimization...and a culture that works purposefully to foster healthy relationships, teaching all children the importance of mutual respect between partners.

Message from the President and Executive Director

We are pleased to present you with the 2009 Annual Report, “New Insights.”

Despite the strain on the economy and decreased revenue, Jersey Battered Women’s Service (JBWS) met the increased demand for client assistance and educational programs, while maintaining its full range of services. In addition, 2009 was a year for JBWS to create new programming based on new insights. By launching the Center for Healthy Relationships, JBWS increased access to services for suburban women.

We are proud of our accomplishments in 2009. Our service numbers show that helpline calls, counseling hours and the number of nights that a victim and her family stayed in the safe house are all up by more than 15%. Our services to Latino clients continued to grow. Community outreach presentations made by JBWS staff were up 33%. And, with the launch of the Center for Healthy Relationships, close to 100 suburban women who might not otherwise contact JBWS received specialized services.

None of this would be possible without the continued support of our generous donors and an incredible board of directors and staff who made sacrifices to provide quality services with fewer resources. Our dedicated volunteers stepped up to the challenge by providing nearly 12,000 hours of service and invigorating “Friends,” a fundraising arm that sponsored a successful coffee house and textile drive to benefit JBWS.

JBWS’ mission is as relevant today as it was when the agency began in 1976. One needs only to pick up a newspaper or turn on the television to be reminded of the prevalence of domestic violence and the resulting tragedies. The Center for Healthy Relationships may help JBWS reach victims earlier on the continuum of violence – before it reaches these tragic levels.

On behalf of the more than 27,000 people we served last year – through our helpline, counseling, safe house, transitional living, children’s services, vocational assistance, legal advocacy, batterers’ intervention, and community and school programs – we thank you for your support of this very worthy cause.

Dawn Gabriel
President

Patricia Sly
Executive Director

Community Collaborations

The pervasive problem of domestic violence calls for a comprehensive community response. JBWS cannot fulfill its mission alone and is only as strong as its community partners. We are grateful to the staff and participants in the following agencies and collaborative projects for improving access to quality domestic violence prevention services.

BATTERED WOMEN'S LEGAL ADVOCACY PROJECT

- Referrals to pro bono attorneys for help with restraining orders

BRUSHFIRE INC.

- Pro bono advertising and marketing services to increase access to JBWS

CLERGY PARTNERSHIP PROGRAM

- Referrals for spiritual counseling
- Professional training for clergy and lay leaders

CRISIS RESPONSE TEAMS

- A collaborative project with the Prosecutor's Office and local police departments
- Immediate crisis intervention by volunteers at local police departments

DOMESTIC VIOLENCE WORKING GROUP

- Court, police and social service representatives monitor the implementation of the Prevention of Domestic Violence Act

GIRL SCOUTS OF NORTHERN NJ

- Education for troops and troop leaders
- Gold, Silver and Bronze Award sponsors
- Created *R.E.A.C.H. for Healthy Relationships Interest Patch*

MENTAL HEALTH SERVICES PROJECT

- Referral network for low-cost, long-term therapy
- Professional training on domestic violence seen in private practice

MORRIS COUNTY DEPARTMENT OF HUMAN SERVICES

- Education, training and service planning among domestic violence, substance abuse, mental health and other social services providers

MORRIS COUNTY PROSECUTOR'S OFFICE

- Collaboration on outreach campaigns to encourage victims to seek help

AREA HOSPITALS

- Increased training for medical professionals
- Improved access to domestic violence victim services

RACHEL COALITION

- Cosponsorship of community awareness events
- Collaboration on transitional living

WOMEN'S RESOURCE CENTER

- On-site computer literacy classes taught by instructors from the Women's Resource Center of County College of Morris

During the annual walk-run to prevent dating abuse, the children enjoyed face painting and arts and crafts before joining in the kids' races.



2009 Programs and Services

Our comprehensive programs offer safety and comfort to those suffering from abuse, and strive to fulfill our overarching mission – the prevention of domestic violence.

HELPLINE: (973) 267-4763

- Staffed 24 hours a day
- Access to emergency protection
- Information and referral
- Confidential counseling (6,034 calls answered)

ARBOUR HOUSE

- Safe, temporary housing
- Individual counseling
- Support group counseling
- Housing and financial resource referrals (62 families, 10,296 nights of stay)

CHILDREN'S PROGRAM

- Individual counseling
- Recreation programs
- Preschool and afterschool programs
- Mother support groups
- Children's groups (154 children served)

SIMON HOUSE

- Apartment unit for 12 months
- Life skills education
- Individual counseling
- Case management
- Financial management (18 families served, 10,668 nights of stay)

VOCATIONAL PROGRAM

- Career assessment and counseling
- Computer literacy
- Job search skills (77 individuals attended classes, 48 individuals received counseling)

COUNSELING AND ADVOCACY

- Support group counseling
- Information, advocacy and referral
- Legal information, advocacy and referral
- Court preparation and accompaniment (989 individuals served in court, 473 adults participated in counseling)

JERSEY CENTER FOR NON-VIOLENCE

- **ACT:** A batterer's intervention group counseling curriculum for men
- **Choices:** A curriculum for adolescent boys and young men
- **Vista:** A group counseling curriculum for women who use force (235 males served, 30 women served)

COMMUNITY ENGAGEMENT

- Education programs for community groups

- Primary prevention programs for youth and adults who serve youth
- Youth leadership development
- Engaging males in prevention efforts
- In-service training for professionals
- Affiliation agreements for domestic violence sensitivity (493 speaking engagements, 11,493 persons attended)

DATING ABUSE PREVENTION

- Individual counseling for teen victims
- Outreach programs for at-risk adolescents
- School-based programs for middle, high-school and college students (360 programs presented, 9,462 teens attended presentations, 153 hours of counseling for teens and their parents)

VOLUNTEER PROGRAM

- JBWS would not have been able to provide all of its many services without the dedication and commitment of its volunteers.
- Training and supervision for volunteers (120+ active volunteers, 11,824 hours of services)
 - Volunteers called out by police departments in 454 cases of domestic violence



Prosecutor Robert Bianchi, JBWS Executive Director Patty Sly and Senator Anthony Bucco spoke at a press conference about the need to reach out and support Latino victims of domestic violence. JBWS partnered with Brushfire Inc. to create Spanish-language train platform posters, billboards and brochures.

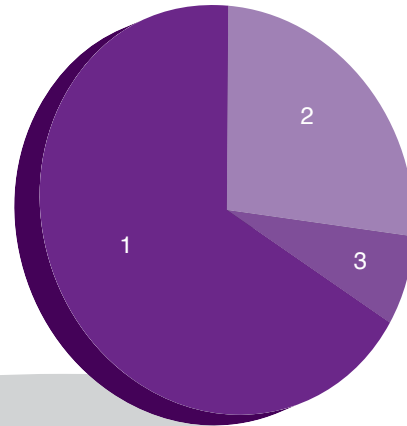
Financial Report for 2009

Revenue:

Contributions	1,306,971	43%
Government	1,283,798	43%
Foundations	304,285	10%
United Way	116,740	4%
Total	3,011,794	100%

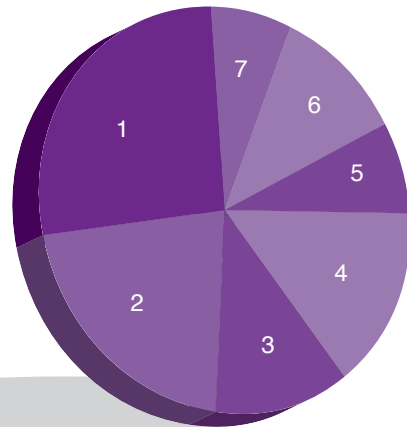
Expenses:

1. Personnel	2,352,703	67%
2. Operating	920,828	26%
3. Depreciation	237,230	7%
Total	3,510,761	100%



Expenses by Program:

1. Arbour House and Children's Services	901,808	26%
2. Simon House and Vocational Services	703,302	20%
3. Prof. Training and Community Outreach	439,959	12%
4. Center for Counseling & Advocacy	589,465	17%
5. Jersey Center for Non-Violence	258,864	7%
6. Administration	369,757	11%
7. Fundraising	247,606	7%
Total	3,510,761	100%



For the tenth straight year, Verizon Wireless was the title sponsor of the Hope Classic held at the Somerset Hills Country Club. JBWS Board President Dawn Gabriel acknowledged Verizon Wireless for their generosity and commitment to ending domestic violence. Pictured at the event are (l-r) JBWS Executive Director Patty Sly, Jim Gerace of Verizon Wireless and Dawn Gabriel.



New Insights Lead to Launch of Center for Healthy Relationships

Domestic violence comes in many forms – verbal, emotional and/or physical abuse – and doesn't know ethnic, social or economic boundaries. The Center for Healthy Relationships is a new service designed to meet the needs of educated, suburban women who report experiencing distress caused by a pattern of ongoing verbal criticisms, emotional assaults and possibly physical abuse in their marriages or intimate relationships.



Despite the appearance of a comfortable lifestyle, some people report feeling controlled by continual, severe legal and/or financial abuse, as well as relationship issues, such as power imbalance, jealousy, isolation, possessiveness and difficulty co-parenting with their spouses or partners. For someone who feels controlled in a relationship and is not sure if JBWS is the best place for them, the Center for Healthy Relationships is a good place to start.

While group counseling is the primary form of support offered by the Center for Healthy Relationships, individual and telephone counseling are also available depending on the person's time and confidentiality requirements. Professional counselors provide services in several confidential locations within Morris County.

The Center for Healthy Relationships can help.

It doesn't have to be this way. The constant criticism. That feeling of walking on eggshells. Even though you think you're alone, you're not. We provide counseling and support for people just like you. So call today. And get back to being yourself.

Confidential Support Services in the Morris Area 862.250.0041



Center for Healthy Relationships print ad.
(pictured to left)

Focus Groups Lead to Improved Access

The Center for Healthy Relationships grew out of JBWS' limited success with reaching suburban women with its traditional services. Interviews and focus groups with more affluent women revealed multiple reasons for not seeking services from Jersey Battered Women's Service. Many felt that the term "battered" did not apply to them, especially if their abusive situation was not primarily physical. Some felt JBWS was for women "worse off" or only for women requiring physical shelter.

By creating and marketing the Center for Healthy Relationships as a separate program, it helps to eliminate some of the current misconceptions and limitations that exist with the Jersey Battered Women's Service name and can increase the number of people served.

The Center for Healthy Relationships' name speaks more clearly to suburban women in unhealthy relationships. When hearing that phrase women can generally understand that this is a place where help is provided for relationship problems. This allows a woman to seek help earlier – before things escalate to physical violence.

Stacey's Story

Stacey contacted the Center for Healthy Relationships early one summer morning. Sobbing, she told the counselor she had just left her husband and taken their children to stay with her folks. Though she wasn't certain what she was going to do, she knew she "couldn't live like this anymore." She had been to a private therapist in the past for the verbal, emotional and sexual abuse, but was reluctant to contact JBWS because there was no obvious physical violence.

When Stacey learned of the Center for Healthy Relationships, it seemed perfect to her. The name was nonthreatening and the goal was to help her to better understand what was happening in her relationship. She was able to schedule an appointment within the week. Through the program literature and several individual counseling sessions, Stacey was able to identify the cycle of abuse in her marriage and further define her experiences of abuse. She joined a support group and began to focus on her personal development. Stacey accessed the JBWS Legal Clinic which helped her to clarify her rights and responsibilities regarding separation and divorce. Stacey was able to find temporary work which provided her with the

confidence she needed to file for divorce. Stacey continues to attend a Center for Healthy Relationships support group and is working toward personal and financial independence.

Making a Difference

Through the Center for Healthy Relationships, we are opening the door for greater success by connecting with victims earlier and extending the reach of the agency's critically important offerings. The new name and separate website (www.CFHealthyRelationship.org) provide a new entry point for getting help. Since it began, the program has provided individual and group counseling for nearly 100 women. Most importantly, the Center for Healthy Relationships is making a real difference in the lives of victims.

Women's Luncheon Reveals the Hidden Abuse in Upscale Marriages

The beautiful Park Avenue Club in Florham Park, NJ, was the setting for a luncheon and lecture on a topic that for too long has remained hidden in suburban NJ. The event featured Susan Weitzman, author of *Not to People Like Us: The Hidden Abuse in Upscale Marriages* (Basic Books, 2000).



Speaking to a group of more than 170 people, Weitzman discussed her years of research on the topic. Weitzman, Ph.D., L.C.S.W., is an educator, researcher and clinician, who has appeared on "Oprah," "20/20," Fox News, and National Public Radio, and been featured in *People* magazine.

The luncheon was generously funded by the Fannie E. Rippel Foundation and the Florin Education Series and co-sponsored by the Rachel Coalition.

Dr. Susan Weitzman signed copies of her book, *Not to People Like Us*, before addressing a crowd of professionals and community members at the Women to Women Luncheon.

Pictured at the Pleasantdale Chateau in West Orange are (l-r) Grand Tastings Dinner Co-Chair Tom Russo; Michael Cetrulo of Scalini Fideli of Chatham; Dinner Co-Chair Elaine Noonan; and James Laird of Restaurant Serenade of Chatham.



www.cfhealthyrelationships.org



During the Grand Tastings program, Merck & Co., Inc. was honored for their continuous financial support and for their participation on the JBWS Board of Directors since 2003. Mirian Graddick-Weir and her husband, Michael Weir, of Morristown, attended the celebration. Ms. Graddick-Weir is with Merck & Co. and serves on the JBWS Board of Directors.

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Members of the Alpha Kappa Lambda fraternity at FDU were among the dozen youth groups that participated in the 4th Annual Candlelight Vigil to shed light on the problem of domestic violence in Morris County.

More than 100 car loads of textile donations were dropped off at the J&J drop-off site in Morris Plains, NJ, where volunteers were waiting to lift the bags onto the trucks from the "Friends" fundraising group.



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Fred Gruel of AAA New Jersey and a JBWS board member checks in at the golf registration desk to show his support for the agency mission.



Gopala Kurra and Pradeep Linga run for ADP, a main sponsor of the Safe Dating Challenge.



Patricia Butcher of Stockholm and her daughter pose for a photo after receiving her ribbon for 2nd Place Overall for the women at the annual Safe Dating Challenge.