



**The Priority Center**  
Ending the Generational Cycle of Trauma

IMPACT REPORT  
**2022-2023**



**40**  
**Years**

**OF**  
**TRAILBLAZING**



A young girl with dark hair, wearing a blue dress with white polka dots, is holding the hand of an adult wearing a blue t-shirt. The background is a soft, out-of-focus outdoor setting with warm, golden light, suggesting a sunset or sunrise. The overall mood is hopeful and comforting.

Even the  
darkest night  
will end

and the  
sun will rise

- *Victor Hugo*

## Friends of The Priority Center,

What an incredible year! The Priority Center embarked on a journey of creating real life change for Orange Counties' most vulnerable. When embarking on a journey, whether an exciting or difficult one, it is critical to take the first step. The first step can be risky, and scary. Despite the challenges magnified by the pandemic- social isolation, depression, scarce resources, suicidal ideation, and the haunting loss of hope- thousands of children, adults, and families chose to take that first step on the journey to creating real life change and truly ending the generational cycle of trauma. You will see through this report the specific impact that **YOU** have **HELPED** provide our clients by gifting them the opportunity to take their first step towards change.

The Priority Center emerged as a beacon of hope, illuminating the paths of **over 8,400 clients** this past year, a remarkable leap from the **6,837 served** from last year. Our exceptional staff and the extraordinary board of directors functioned as a guiding light on a journey for change. The impact of The Priority Center on our local community is a testament to the extraordinary change that can be achieved when hearts unite for a cause. Your involvement is the heartbeat of our mission, breathing life into an organization that champions opportunities for children, adults, and families to reshape their destinies. Your contributions empower us to prevent suffering at its roots shaping a future where children and families not only survive but flourish.

In this journey of creating change, you are the drivers of light through our mission that truly impacts the lives of those we serve. Thank you for being the incredible force behind a vision where families and children not only better their lives but revel in the joy of thriving in taking that first step for change.

With immeasurable appreciation,  
**Lisa & Colleen**



**Lisa Fujimoto**  
*Executive Director /  
Chief Executive Officer*



**Colleen Rogers**  
*Board Chair*



## **MISSION STATEMENT:**

Our mission is to deliver life-changing programs to assist people in crisis by giving them the tools and support necessary to end the generational cycle of trauma - including prevention of child abuse and neglect, through early intervention and mental health services and advocacy.

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# PREVENTION SERVICES

## INFANT & TODDLER IN-HOME VISITATION & CALWORKS

The Priority Center's Infant and Toddler In-Home Visitation program, in collaboration with the CalWorks program, offers valuable resources to support high-risk families. These resources, such as the Parents as Teachers (PAT) curriculum, aim to foster stronger bonds, encourage positive behavior, and improve relationships among family members. These programs benefit pregnant and parenting individuals, families, and children who are born into poverty.

The Priority Center's prevention programs educate and advise children and families in need.



## SERVICES FOR FAMILIES WITH YOUNG CHILDREN

SFYC helps parents or guardians with young children for a period of three to six months. SFYC focuses on reducing barriers to medical care and early childhood mental health services, particularly for children aged between 0-8 years, to ensure they have a healthy start in life.



# INTERVENTION

## CHILD ABUSE SERVICES TEAM

The Priority Center provides services to children who have been abused or witnessed violent crimes. CAST provides a safe and secure environment, during the crucial and challenging multi- interview and medical examination processes.

The Priority Center provides four intervention programs to families and individuals in times of crisis.



## BASIC NEEDS

Over 100 at-risk families in Orange, Riverside, San Bernardino, Los Angeles, and San Diego counties receive essential goods and household items from the Basic Needs program each month, including food, diapers, furniture, car seats, cribs, and beds.



*"Thank you for providing my family with all of the necessities for our baby; car seats, diapers, formula, and beds for a good night's sleep. Without The Priority Center, we could've never afforded this."*

*- Amida*



## CHILDREN'S IN-HOME CRISIS STABILIZATION

The Children's In-Home Crisis Stabilization program is designed to assist children up to the age of 18 who are currently going through a mental health crisis. The Priority Center provides crisis support services that are delivered in-home, and are aimed at maintaining family stability and preventing hospitalization.



## ADULT IN-HOME CRISIS STABILIZATION

The three-week Adult In-Home Crisis Stabilization program takes a field-based approach to help adults overcome crisis and find a healthy and supportive lifestyle. Along with crisis stabilization, the program also assists individuals in connecting with appropriate resources, with the aim of achieving long-term stabilization.



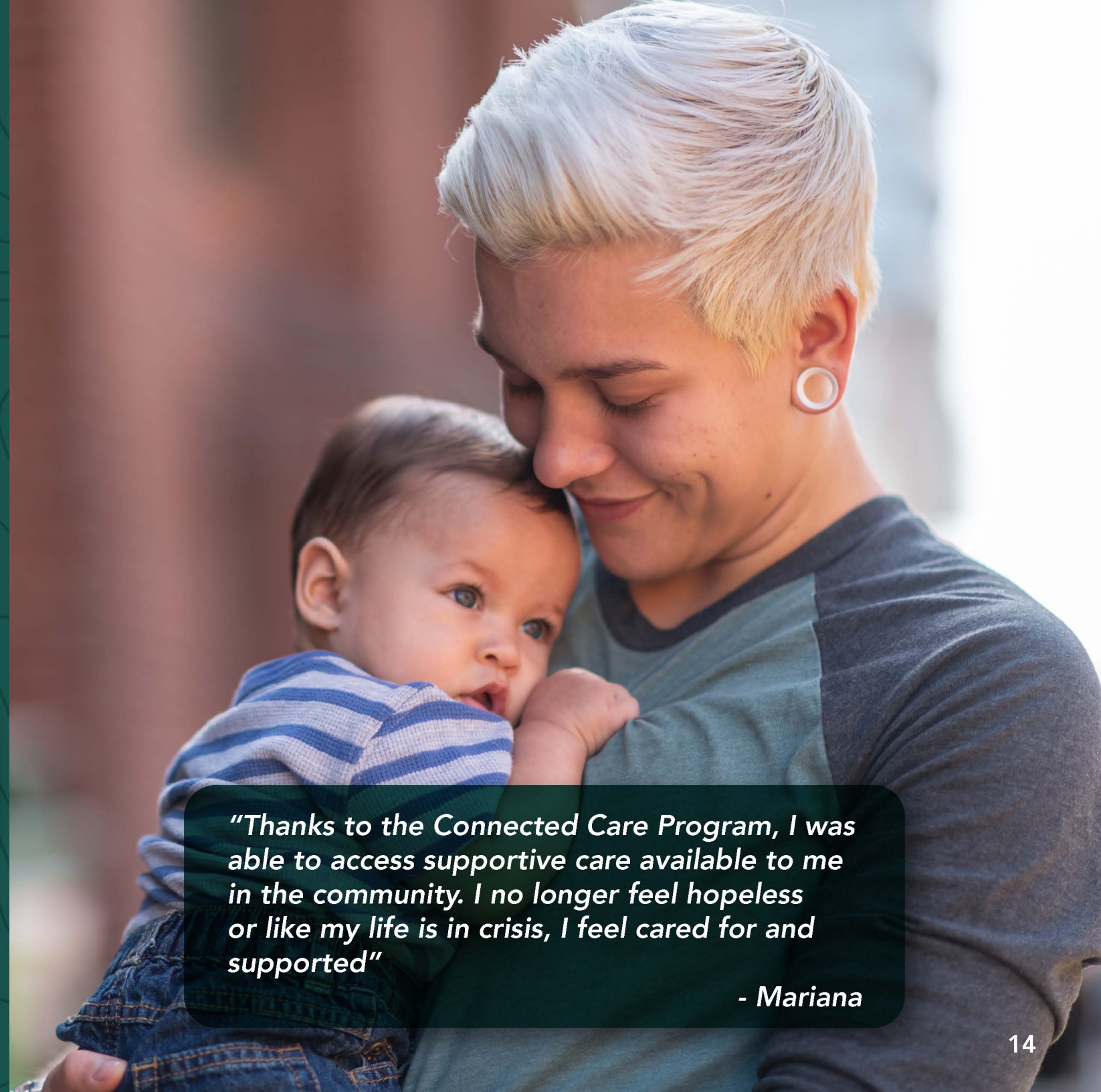
*"I have never wanted to go to therapy, but when I was in crisis, it was nice that I was able to receive care in-person. I was unable to see people for an extended period of time due to COVID-19. Thanks to my care team, I no longer feel helpless and alone."*

*- Hoda*

# ADVOCACY

## CONNECTED CARE

The Priority Center's privately funded extension of the crisis cares programs we offer. This program is offered at no cost to our clients, and aims to help them avoid re-entering our crisis programs. The goal of this program is to ensure that clients receive ongoing support and education to help them maintain their progress and well-being.



***"Thanks to the Connected Care Program, I was able to access supportive care available to me in the community. I no longer feel hopeless or like my life is in crisis, I feel cared for and supported"***

***- Mariana***

# FAMILY SUPPORT EVENTS

## READY, SET, LEARN!

### Back-To-School Drive

The Priority Center provides over 300 backpacks to underserved families every year. We partner with businesses, churches and service organizations to ensure kids start the school year off ready for success.



*"Today was a wonderful day for my child. She received her first backpack to attend kindergarten. The first day of school is a significant milestone I couldn't have done this without you! Thank you so much! She was happy and I was crying!"*

*-Maritza*

## FAMILIES HELPING FAMILIES

Families Helping Families is The Priority Center's annual "adopt-a-family" program during the holiday season that benefits our clients. The program finds compassionate donors to fulfill our children's holiday wish lists and provides their parents with gift cards to purchase the family's greatest needs.



*"Me and my children were filled with gratitude. We are so grateful and blessed for this opportunity. I was most happy to see the looks on my boys faces when they opened their gifts. This is a memory we will always remember. I loved the energy of Santa's helpers!"*

*-Katerina*

# PROGRAM MILESTONES

**15,368** Client Sessions Provided  
*(In-Person & Virtual)*

**9,359** Case Management Sessions

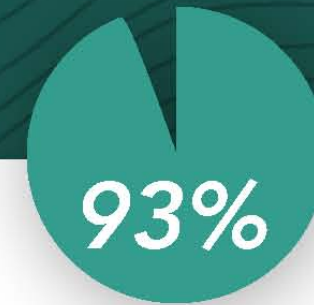
**5,207** Crisis Therapy Sessions

**1,398** Parent Education Sessions

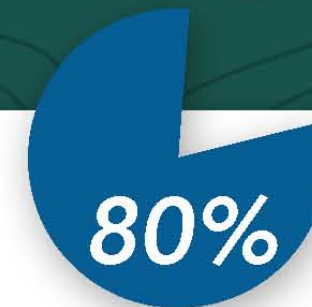
**961** Developmental Screenings

**NEARLY 700 CHILDREN UNDER THE AGE OF 10**

Conducted a Forensic Interview with the Child Abuse Services Team

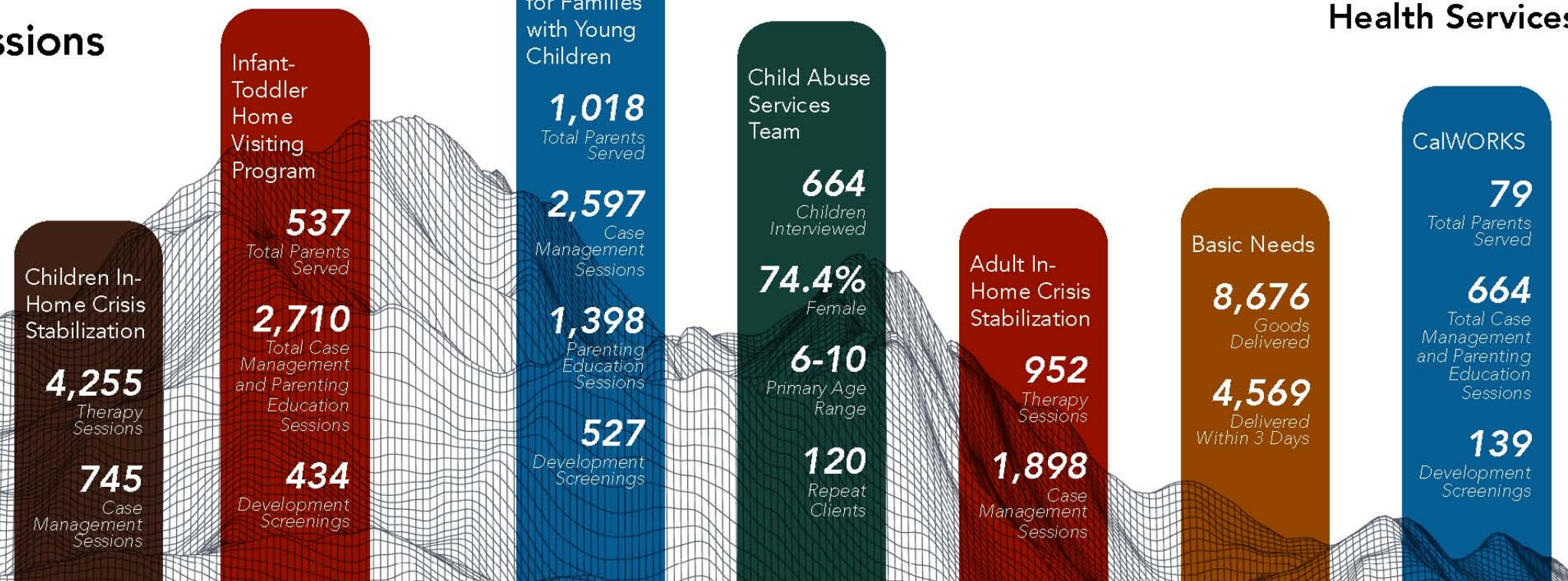


of Families are Low Income



of Child Abuse Victims Aren't Old Enough for Kindergarten

**OVER 10,000** Clients Need Mental Health Services



# COMMUNITY ENGAGEMENT



## GOLF

The Priority Center's 21st Annual Golf Classic Tournament a hole-in-one success at the Dove Canyon Golf Club. A day of golf, competition, good company, and the spirit of giving back! Together we raised \$80,350 for the amazing programs we offer, we are grateful for those who helped us hit a hole-in-one for the children and families we serve.

## PICKLEBALL

The Priority Center's 3rd Annual Summer Sizzle Pickleball Tournament a sun-soaked event full of enjoyment, friendly competition, and unforgettable moments at The Tennis & Pickleball Club at Newport Beach. Together we raised \$32,437 for our life-changing programs, Thank you to all those that joined us for a day of exciting matches, laughter, and supporting the children and families we serve.



## GALA



The Priority Center's 24th Annual Gala- Celebrate Like It's 1983 at the Balboa Bay Resort in Newport Beach. An unforgettable evening of neon lights, big hair, and iconic tunes bring the vibrant energy of the '80s. We want to recognize our Champions of Change Honorees, Debashis Chowdhury, Wright Ford Young & Co., and The Anaheim Ducks Foundation for their incredible support of The Priority Center's mission. Together we raised \$317,953, for the life-changing programs that supports the children and families we serve.

# DONORS

## CHAMPIONS OF CHANGE:

Catherine Sorensen  
Anne MacPherson  
Honda USA Foundation  
Capital Group Companies Charitable Foundation  
The Larry and Helen Hoag Foundation  
Webb Family Foundation  
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ABC 7

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AOT  
APAIT  
All 4 Kids  
Be Well  
Beach Cities Quilters Guild  
Buchanan Street Partners  
Buena Park Collaborative  
Cal Optima  
Capistrano USD  
Casa Teresa  
Centralia USD  
Child Guidance Center  
Children's Bureau  
CHIRLA  
CHOC  
City of Santa Ana  
Clinic in the Park  
Collaboration to Assist Motel Families  
Connect OC  
Council on Aging  
County of Orange Social Services Agency (SSA)  
CSU Costa Mesa/College Hospital  
CSU Santa Ana

Delta Kappa Gamma  
Didi Hirsch  
Discovery Cube  
Easter Seals  
Eastside Church  
Exchange Club of Newport Harbor  
Exodus  
Families Forward  
FDP Charitable Foundations  
Fieldstone Leadership  
First 5 Orange County  
Flying Geese Quilters Guild  
Fullerton USD  
Garden Grove Collaborative  
Help Me Grow  
Hoag Hospital  
Human Options  
Illumination Foundation  
In-N-Out Burger Foundation  
In Memory of Frankie Fukuda  
Jamboree Housing  
Karina's Backpack Project  
Laguna Playhouse  
Lestonnac Free Clinic  
Magnolia School  
Make-A-Wish Foundation  
Mary's Path

Mental Health America OC (MHAOC)  
Mind OC  
Mira Loma Family Resource Center  
Mix Academy  
MOMS OC  
NAMI  
National Charity League  
Nicholas Academic Centers (NAC)  
Norooz Clinic  
North Cities Quilters Guild  
Oak View School District  
OC Health Care Agency  
OC Links  
OC Neighborhood  
OC Regional Center  
OCAPICA  
Olive Crest  
OMID  
One OC  
Orange County Crisis Assessment Team  
Orange Senior Center  
Orange County Veterans & Military Families Collaborative (OCVMFC)

Orange County Scroll Saw Association  
Orange County Wellness Centers  
Orange County Woodworkers Association  
Pacifcore Construction, Inc Pathways  
Patricia Poss Bridge Club Friends  
Petro Diamond  
Phoenix House  
Pretend City  
Project Access  
Resource Network  
Roosters Foundation  
Saddleback USD  
Santa Ana USD  
Second Harvest Food Bank  
Silver Tree House  
Standup4Kids  
The Diaper Bank  
The Raise Foundation  
Tierney Center  
Tustin Family and Youth Center  
UCI  
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Western Youth Services

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# FINANCIALS

## Revenue:

Program Support:	
Government Grants & Contracts:	\$7,747,214
Private Charitable Support:	\$1,102,897
In-Kind Contributions:	\$634,039

**Total Program Support: \$9,484,150**

Other Revenue:	
Other Income:	\$26,835
Investment Income:	\$2,019

**Total Other Revenue: \$28,854**

**Total Revenue: \$9,513,004**

## Expenses:

Programs & Services:	
Mental Health:	\$4,541,016
Prevention:	\$2,594,480
Advocacy & Family Support:	\$592,267
Program In-Kind Support:	\$634,039

**Total Program & Services Expenses: \$8,361,802**

Support Services:	
Administration & Community Relations:	\$433,319
Fundraising:	\$806,666

**Total Support Services: \$1,239,98**

**Total Expenses: \$9,601,787**

**Change in Net-Assets: (\$78,783)**

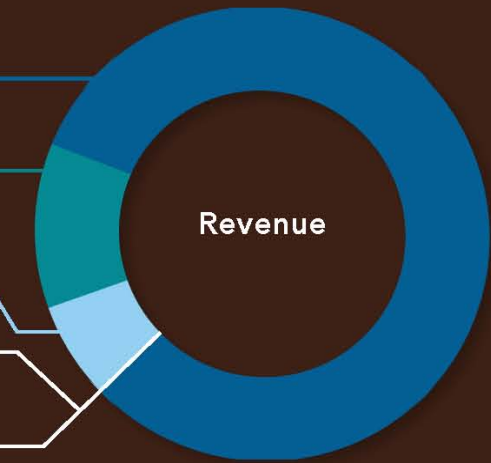
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Private Charitable Support: \$1,102,897

In-Kind Contributions: \$634,039

Investment Income: \$2,019

Other Income: \$26,835



Prevention: \$2,594,860

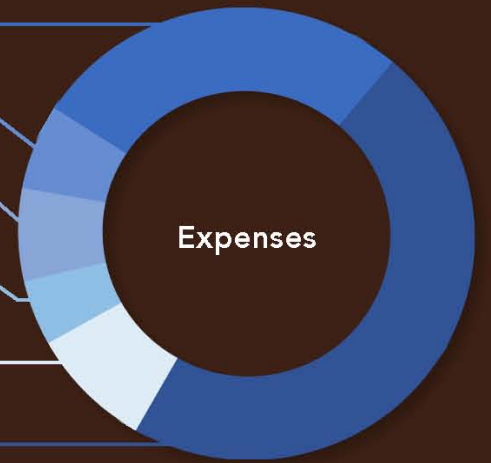
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Program In-Kind Support: \$1,102,897

Administration & Community Relations: \$433,319

Fundraising: \$806,666

Mental Health: \$4,541,016





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Ending the Generational Cycle of Trauma

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