



The
Priority
Center

Ending the Generational
Cycle of Trauma

Impact Report 2020-2021



theprioritycenter.org



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

Dear Friends,

This last year at The Priority Center has been one of our best yet. Under some of the most pressing circumstances, we were able to continue providing support services to our clients who are members of the Orange County community. We are immensely proud of all that we have accomplished during the 2020-2021 fiscal year and are excited to share some of the highlights with you.

While this past year has not been easy on anyone, here at The Priority Center we continued to serve our clients during an unprecedented countrywide mental health crisis and the global COVID-19 pandemic. We were able to reach more families and individuals in crisis through our Crisis Stabilization and Basic Needs Programs. We brought more joy to families during the holiday season through Families Helping Families than any other year in history, and sent children to school with all of the supplies they need to be successful through Project Backpack. We cared for the most vulnerable in our community with compassion and sensitivity through our partnership with the County of Orange Social Services Agency as a part of our Child Abuse Service Team (CAST) Program. And we worked hard to provide families with the tools that they need to build strong, happy, and healthy homes - through our Home Visiting, School Readiness, and Outreach & Engagement Programs.

As the world continued to change, our stellar team navigated the challenges swiftly and continued providing in-person services wherever possible. While also caring for our clients in new innovative ways remotely - holding client visits over Zoom, Facetime, Microsoft teams, mobile phones or tablets. Together we collaborated with our incredible community partners and client to make people in need our priority.

We could not have done any of it without the support of our generous donors and partners in the community. As we look ahead to this coming year, we are optimistic that we will continue to increase our reach and impact in the community. We remain committed to the mission to end the generational cycle of trauma and are looking forward to another phenomenal year at The Priority Center.

With a grateful heart and sincere appreciation,

Hogiadi Kurniwan
2020-2021 Board Chair

Lisa Fujimoto
Executive Director & CEO



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**. This includes the prevention of child abuse and neglect, through **early intervention** and **mental health services** and **advocacy**.

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PROGRAMS & SERVICES

The Priority Center's unique programs are designed to address the specific needs of each family we serve and ensure that children are living in violence-free homes. During the COVID-19 pandemic, many children and families in our community have faced more challenges than ever before. Despite the challenges of the outside world, over the last year the Priority Center's programs were able to meet the moment by providing crucial support to families with the greatest need. The organization was able to continue achieving program goals by directly serving those in need, engaging individuals through impactful work, and educating families. All services provided through the Priority Center's programs are at no cost, serving across diverse populations at risk throughout Orange County.

INTERVENTION (*Child Abuse Services Team, Children's In-Home Crisis Stabilization, Adult In-Home Crisis Stabilization, Basic Needs*)

Through the four Intervention Programs, The Priority Center is able to provide support and services to families and individuals in times of crisis.

Child Abuse Services Team (CAST): Through a multi-disciplinary collaboration of private and public agencies, the Priority Center serves children who are victims of abuse to reduce the trauma they experience while their sexual abuse, sex trafficking, or who have witnessed a violent crime is being investigated. CAST provides a safe and secure environment for these children during this difficult process of forensic interview, possible medical examination and therapeutic support. Our advocates assist children throughout the entire process by providing the necessary support and comfort.

Children's In-Home Crisis Stabilization: The Children's In-Home Crisis Stabilization Program serves children through age 18 experiencing a mental health crisis who are referred by a collaborative partner or in the community. The Center offers field-based crisis support services in a three-week program that includes short term in-home therapy and case management with a focus on maintaining family stabilization and preventing hospitalization. Through this approach, we are able to intervene in a crisis before the situation escalates to out of home placement.

PROGRAMS & SERVICES continued

Adult In-Home Crisis Stabilization: Adults experiencing a mental health crisis may also receive therapeutic stabilization services through the Priority Center's three-week Adult In-Home Crisis Stabilization Program. Using a field-based approach, and a treatment team consisting of a therapist, case manager, and peer mentor, this helps to diffuse the crisis and assist adults in finding a healthy and supportive lifestyle that can prevent future interventions. This crisis intervention program aides with stabilizing the individual so that they may connect to appropriate resources, with the ultimate goal being long-term stabilization.

"I have never wanted to go to therapy, but the Adult Crisis Program helped me when I needed it the most. Going through this program has let me see that there is help available to me. Now I feel more comfortable accessing the care I need. I would not have been able to take the steps to care for my mental health if it wasn't for this program."

- Client

"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 hopeless and alone."

- Client

PROGRAMS & SERVICES continued

Basic Needs: The Basic Needs program provides at risk families with essential goods and household items. Through Orange County Healthcare contracts and private in-kind donations, the Priority Center is able to provide families with everyday essentials including food, diapers, furniture, car seats, cribs, and beds. The Center receives over 100 referrals each month to assist families at risk for being separated. This program services Orange, Riverside, San Bernardino, Los Angeles and San Diego counties.

“I am incredibly grateful for The Priority Center. My kids finally have beds to sleep in and we can all rest easy knowing that they have all of the basic necessities taken care of.”

– Client

“Thank you for providing my family with all of the necessities for our baby. Without The Priority Center, we would not have been able to purchase a car seat or diapers – I do not know what we would have done.”

– Client



PROGRAMS & SERVICES continued

PREVENTION *(Infant and Toddler Home Visiting Program, CalWORKS Home Visiting Program, School Readiness, Outreach & Engagement)*

The Priority Center's Prevention programs have been designed to educate and inform children and families in need, thereby minimizing the likelihood of crisis intervention in the future and building healthy habits within the client's own home.

Infant and Toddler In-Home Visitation: The Priority Center works with high-risk families to strengthen bonding, promote positive behavior and improve relationships within the family unit. Families are referred through the Center's partner agencies and organizations and are supported through a hands-on approach to strengthen their family life.

CalWORKs Home Visiting Program: Through the Center's partnership with CalWORKs, we provide monthly home visits for 24 months approved by the Orange County Social Service Agency. The program aims to support at-risk families with positive health, development and well-being outcomes for pregnant and parenting for individuals, families and infants born into poverty.

School Readiness: The School Readiness Program is designed to assist families of young children with the transition to school. Over 12 weeks we educate parents on developmental milestones and signs of healthy growth and development. The program celebrates learning and education by mentoring parents to become teachers in their own home.

Outreach and Engagement: Educational and skill building presentations are hosted by the Center's Outreach and Engagement Program. Topics are presented across a wide range of subjects including growth and development, bullying, anger and stress management, healthy communities, healthy relationships and overall support for social and emotional health.



PROGRAMS & SERVICES continued

ADVOCACY *(Connected Care, Project Backpack, Families Helping Families)*

Through the Advocacy Programs of the Priority Center, the Center is able to continue providing families with the resources they need to continue on their journey successfully.

Connected Care: The Connected Care Program is designed to complement and be a continuation of the Center's short-term intervention/crisis programs. Almost serving as an aftercare program, The Priority Center provides ongoing supportive services without cost to recently exiting crisis clients who have participated in our intervention/crisis programs. By continuing to support clients with resources and education, Connected Care aims to help them break the cycle of crisis and trauma – preventing the client from re-entering the crisis programs again. This program is completely privately funded by donations from the community.

“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.”

– Client



PROGRAMS & SERVICES continued

Project Backpack: During the Back to School season, The Priority Center partners with a network of supporters, corporation, and churches - including Karina's Backpack Project, to provide our children with the school supplies and backpacks needed to achieve success and start the school year with a smile.

“My child was able to start the new school year with all of the school supplies and essentials needed to be successful.”

- Client

Families Helping Families: The holiday season can be an especially challenging time for the families. The Priority Center's Families Helping Families Program is aimed at easing the stress families may have around the holiday season. Working in conjunction with the Center's generous donors to fulfill the wish lists of over 300 children and families we serve – helping to make the holiday season merry and bright. For most families, the gifts provided by the Priority Center's Families Helping Families Program are the only gifts they will receive this holiday season. Most families have to decide to pay for rent and food, and do not have the funds for gifts during this pandemic season.



MOMENTS OF IMPACT

Research shows that zip codes, family income and parent education levels determine a child's risk of abuse. The Priority Center works to ensure that the environment children grow up in are safe no matter what home life situations are in place. The dollars, hours and hundreds of people that came together to make this possible are more than a number. They truly represent symbols of hope to each client of The Priority Center. Our heroic supporters like you helped us achieve these important impacts this year.

93% of families served by The Priority Center are low income. Poverty is a key predictor of child maltreatment, especially child neglect. These children are nearly **50 times more likely to be educationally neglected** and over 20 times more likely to be seriously injured. This doesn't have to happen. Prevention is the key and it does work. We know. We see it work every day. In the 2020/2021 fiscal year, we provided **5,807 children, parents, and individuals** with the knowledge, resources, and support needed to manage crises, thrive and be successful. Our programs did **13,856 home/virtual visits to 2,332 individuals/families**. Our Outreach/Engagement program provided an additional **338 clients** with home/field based case management support. **2,252 hours** of mental health therapy and counseling were delivered **reaching 1,429 people**.



523 low income children improved school readiness skills and received developmental health screenings. **1,102 parents** strengthened social connections, improved understanding of developmental milestones and learned about health and nutrition giving their children a strong academic start. **835 children** came to CAST to be interviewed and of that 152 were repeat visits. **CAST is accredited by the National Children's Alliance** and is recognized as the national model for their program. **439 clients** were served in the Connected Care Program. **96 partner/collaborative organizations** worked together to meet our priority of ending the generational cycle of trauma.



IMPACTFUL OUTREACH

HOME/VIRTUAL CASE MANAGEMENT/PARENTING VISITS

Infant	2,582 (260 families/523 children)
Toddler	1,716 (131 families/289 children)
HVP	2,092 (163 families/169 children)
Children's Crisis	2,341 (783 clients)
Adult Crisis	1,122 (292 clients)
School Readiness	1,282 (276 clients)
O&E	2,718 (453 participants)

Total **13,856 (1,905 families /2,332 Individuals)**

PARENTS SERVED

Infant	458
Toddler	230
HVP	231
Children's Crisis	1,174
School Readiness	414

Total **2,901**

CHILDREN SERVED

Infant	523
Toddler	289
HVP	169
Children's Crisis	783
School Readiness	302
CAST	835

Total **1,736**

COUNSELING/THERAPY CLIENTS

Adult Crisis	494
Children Crisis	783
O&E	152

Total **1,429**

DIRECT SERVICE HOURS – CRISIS PROGRAMS (Therapy, case management, collateral)

Children's Crisis	12,636
Adult Crisis	7,115

Total **19,751**

IMPACTFUL OUTREACH continued

COUNSELING/THERAPY SESSIONS		
Adult Crisis		557
Children Crisis		783
O&E		912
Total		2,252
COMMUNITY TRAININGS/EDUCATIONAL/SKILLS CLASSES		
School Readiness		155
Outreach/Engagement		269
Total		424
COMMUNITY TRAININGS/EDUCATIONAL/PARENTING CLASSES & WORKSHOPS		
School Readiness		610
Outreach & Engagement		13
Total		623
DELIVERED GOODS		
Basic Needs		
Families Helped		759
Total Goods Delivered		7,669
EVENTS		
Hosted by The Priority Center/Contractor*		2,502
Participated (Hosted in community)		252
<i>*Contractor includes our three subcontracted agencies – they work under our agreement as an extension of us.</i>		
SOCIOECONOMIC STATUS	LOW	MODERATE
Infant	98%	2%
Toddler	80%	17%
HVP	97%	3%
<i>*Total for all programs is 93% low income</i>		
OUTREACH CONTACTS		
		41,158 – goal was 25,000
CONNECTED CARE		
		439 Unique clients served

IMPACTFUL OUTREACH continued

COMMUNITY PARTNERS

211 OC	First 5 Orange County	Olive Crest
AOT	Flying Geese Quilters Guild	OMID
APAIT	Fullerton USD	One OC
All 4 Kids	Garden Grove Collaborative	Orange County Crisis Assessment Team
Be Well	Help Me Grow?	Orange Senior Center
Beach Cities Quilters Guild	Hoag Hospital	Orange County Veterans & Military Families Collaborative (OCVMFC)
Buchanan Street Partners	Human Options	Orange County Scroll Saw Association
Buena Park Collaborative	Illumination Foundation	Orange County Wellness Centers
Cal Optima	In-N-Out Burger Foundation	Orange County Woodworkers Association
Capistrano USD	In Memory of Frankie Fukuda	Pacificore Construction, Inc
Casa Teresa	Jamboree Housing	Pathways
Centralia USD	Karina's Backpack Project	Patricia Poss Bridge Club Friends
Child Guidance Center	Laguna Playhouse	Petro Diamond
Children's Bureau	Lestonnac Free Clinic	Phoenix House
CHIRLA	Magnolia School	Pretend City
CHOC	Make-A-Wish Foundation	Project Access
City of Santa Ana	Mary's Path	Resource Network
Clinic in the Park	Mental Health America OC (MHAOC)	Roosters Foundation
Collaboration to Assist Motel Families	Mind OC	Saddleback USD
Connect OC	Mira Loma Family Resource Center	Santa Ana USD
Council on Aging	Mix Academy	Second Harvest Food Bank
County of Orange Social Services Agency (SSA)	MOMS OC	Silver Tree House
CSU Costa Mesa/College Hospital	NAMI	Standup4Kids
CSU Santa Ana	National Charity League	The Diaper Bank
Delta Kappa Gamma	Nicholas Academic Centers (NAC)	The Raise Foundation
Didi Hirsch	Norooz Clinic	Tierney Center
Discovery Cube	North Cities Quilters Guild	Tustin Family and Youth Center
Easter Seals	Oak View School District	UCI
Eastside Church	OC Health Care Agency	Waymakers
Exchange Club of Newport Harbor	OC Links	Western Youth Services
Exodus	OC Neighborhood	X Y Z Telephone Pioneers
Families Forward	OC Regional Center	
FDP Charitable Foundations	OCAPICA	
Fieldstone Leadership		

A YEAR IN REVIEW

Whether in person or virtually, you went above and beyond to support our special events, fundraising activities, family activities and holiday drive. Thank you for being incredible heroes in the story to prevent child abuse and ending the generational cycle of trauma in Orange County.



FUNDRAISING EVENTS

19TH ANNUAL GOLF CLASSIC TOURNAMENT

Our 19th Annual Golf Classic Tournament was held in early November 2020 at Monarch Beach Resort and Golf Links in Dana Point. This event marked our first in-person event since the beginning of the pandemic lockdown, and what an event it was! While masked and social distanced, guests enjoyed the day outdoors with friends and colleagues, partook in delicious food and drinks, entered contests and games, and of course, played GOLF with a stunning ocean backdrop--all in support of The Priority Center's life-changing programs in pursuit of ending the generational cycle of trauma. At the end of the day, one golfer proclaimed, "It was so fun to be out golfing and supporting their work in the midst of such uncertainty." Raising nearly \$30,000 for Priority Center programs, we are grateful to those who helped us to hit a hole in one for the children and families we serve.

22ND ANNUAL SUPERHEROES GALA

In April 2021 we hosted our 22nd Annual Superheroes Gala virtually. It was a power-packed event featuring incredible silent and live auctions and breakout rooms with mixologist Pasha and comedian Adam Grabowski. Our auctions boasted 80 amazing items, from superhero-themed gift baskets and wine tasting experiences, to signed Anaheim Ducks memorabilia and breathtaking getaways to Maui and South Africa. The highlight of the evening was presenting The Capital Group Companies and The Priority Center Ragnar Relay Team with the Champions of Change Award for all their amazing support of The Priority Center. Finally, our remarkable community of supporters "Bid from The Heart" and helped to make the entire evening a success by raising nearly \$180,000 for our programs.



FUNDRAISING ACTIVITIES

ATHLETIC CHALLENGE

Although COVID-19 impacted The Priority Center's traditional fundraising activities, such as the SoCal Ragnar Relay Race, this didn't stop our committed supporters from stepping up to the challenge this year in a new way. A team of volunteer fundraisers, including board members Alex Musetti, Marc Reich, Susan Crockett, and Jeffrey Shepard, and corporate partner Branded Group, organized a peer-to-peer Athletic Challenge in lieu of the canceled Ragnar Relay Race. These five all-stars completed thousands of push-ups and ran countless miles for The Priority Center, with their combined effort raising over \$44,000!

AN AFTERNOON OF DESIGN WITH BARCLAY BUTERA

The Priority Center's Women of Priority Committee hosted its first-ever design event – An Afternoon of Design with Barclay Butera – in May 2021. Design enthusiasts joined us for a virtual tour of Barclay Butera's Newport Beach home and a panel discussion on design with Robert Gardinier Jr., Beverly Hills architect, and Breann Shumaker and Annette Reeves of Pirch, a home design showroom in Costa Mesa. The event included an exciting array of auction items, including a weekend stay at Lido House, an Autograph Collection hotel in Newport Beach, and an amazing medical spa and skincare package from Newport Beach Dermatology and Plastic Surgery. Attendees were given the option to enjoy home-delivered tea packages, which included tea sandwiches, summer berry scones, hand-painted French macarons and Sloane fine tea, all while helping to raise \$12,300 to help change lives for The Priority Center's children and families!



COMMUNITY EVENTS

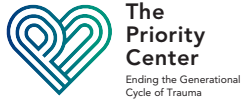
FAMILIES HELPING FAMILIES

On a beautiful Saturday in December, The Priority Center's team of employees and volunteers distributed hundreds of new toys, clothing, games, gift cards and more to some of our neediest families through our annual Families Helping Families holiday gift drive, led by board member Catherine Sorenson. Now in its 17th year, the gift distribution was held for the first time as a COVID-conscious drive-through event. Red gift bags were assembled and distributed to more than 270 families at Freddie Georges Production Group's warehouse in Huntington Beach. Thank you to our sponsors, partners, and donors for generously giving Orange County's most vulnerable children and families the gift of happiness that holiday season.

MENTAL HEALTH AMPLIFIED

As part of May's Mental Health Awareness Month, The Priority Center partnered with QSC, a global innovator of audio, video and control technologies, in co-producing a one-of-a-kind virtual benefit concert Mental Health Amplified in May 2021. QSC, a powerhouse in the audio world, develops the technology and solutions that power immersive cinema, live performance audio, themed entertainment experiences, and digital collaboration and meeting experiences across the globe. Utilizing their unique music expertise and resources, QSC led the creation and production of this 90-minute musical event celebrating the magical power of music to transform peoples' lives and to promote positive mental health. The event featured host Wes Geer and musical artists Cedrice, Lee Coulter, and Andy Vargas, who each shared how music lifted-up and transformed their own lives. The benefit concert raised \$7,400 to support The Priority Center's life-changing programs.





DONORS

A heartfelt thanks to our community of supporters for believing in our mission of ending the generational cycle of trauma.

Champions of Change \$25,000 +

Alton Deere, LLP
Anaheim Community Foundation
Capital Group Companies Charitable Foundation
Crean Family Foundation
Croul Family Foundation
DevTo Support Foundation
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Orange County Community Foundation

Executive's Circle \$15,000 to \$24,999

Debashis and Laurel Chowdhury
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DONORS continued

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A huge thank you to our monthly recurring donors who stay true to our mission all year long.

Lisa Fujimoto
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Thank you to the following donors who have contributed towards naming a room or space at The Priority Center office in Santa Ana.

Debashis and Laurel Chowdhury
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The Priority Center's 2020-2021 Annual Report gratefully acknowledges donors who made gifts between July 1, 2020 and June 30, 2021. We have made every effort to spell names correctly and print accurate information. If any errors or omissions are noted, we apologize and ask that you notify the Development Department at info@theprioritycenter.org so our records may be corrected.

FINANCIALS

The Priority Center, Ending the Cycle of Generational Trauma, Inc. FY 2020-2021

REVENUE

Program Support

Government Grants & Contracts	\$7,578,408
Private Charitable Support	\$864,446
In-Kind Contributions	\$360,629
Total Program Support	\$8,803,483

Other Revenue

Other Income	\$404,357
Investment Income	\$140
Total Other Revenue	\$404,497
Total Revenue	\$9,207,980

EXPENSES

Programs and Services

Mental Health	\$3,428,219
Prevention	\$3,579,824
Advocacy and Family Support	\$660,950
Program In-Kind Support	\$360,629
Total Programs and Services	\$8,029,622

SUPPORT SERVICES

Administration and Community Relations	\$491,696
Fundraising	\$399,865
Total Support Services	\$891,561

TOTAL EXPENSES

Change in Net Assets	\$286,797
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BOARD OF DIRECTORS

The Priority Center's high-quality, effective services would not be possible without the support of our generous, dedicated volunteer leaders. Time after time, these individuals have demonstrated a passionate commitment to the safety and well-being of vulnerable children and families. Thank you for helping us pave the way for a brighter future for children.

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“Working hard for something we don’t care about is called stress; working hard for something we love is called passion.”

“Leadership is not about being in charge. Leadership is about taking care of those in your charge.”

- Simon Sinek



**The
Priority
Center**

Ending the Generational
Cycle of Trauma

Impact Report 2020-2021

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