



# The Priority Center

Ending the Generational  
Cycle of Trauma



**Impact Report**  
2024-2025



**Colleen Rogers**  
Board Chair, The Priority Center  
*Ending the Cycle of  
Generational Trauma*

### Dear Friends of The Priority Center,

Last year, The Priority Center served more than **8,600 families** across Orange County, families facing complex challenges that too often go unseen. While we celebrate these lives changed for the better, we cannot ignore the staggering reality that **26,800 Orange County children were reported to the Child Abuse Registry** in the same time period. Most heartbreaking of all, children under the age of six continue to represent the largest share of substantiated child abuse cases, the very age group at the heart of our mission.

The growing economic strain on local families adds to this vulnerability. Today, approximately 14% of Orange County children rely on CalFresh (food assistance), **a benefit now being reduced by federal policy changes**. Meanwhile, **11% of our county’s children live in poverty**, a number that translates to real children going without the stability and support they need to thrive.

In the face of these challenges, I am profoundly grateful to be part of an organization that shows up where families need us most — in their homes: building trust, skills, and hope from the inside out. Our programs are **proven to prevent abuse, strengthen families, and give children the safe, nurturing start they deserve**.

Thank you for believing in this work we do together, for standing with us during these difficult times, and for helping build a safer, stronger Orange County for all.

Warm Regards,

**Colleen Rogers**

*P.S.* Every dollar entrusted to The Priority Center is treated with care and purpose. **92 cents of every dollar** goes directly to our life-changing programs. Your investment is not just a donation; it is a catalyst for powerful change in the lives of our families and their children.



## Our Mission

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

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# Our Programs & Services

The Priority Center is committed to breaking the generational cycle of childhood trauma and giving every child the chance to grow up feeling safe, loved, and supported. We walk alongside Orange County's most vulnerable children and families, providing early intervention, mental health support, and essential resources. For more than 42 years, The Priority Center has helped more than 300,000 children and families find hope, rebuild strength, and create brighter, healthier futures together.

## StrongStart

Helping parents nurture confidence and connection right where children grow best, at home.

### *Parenting, Education and Support*

Our early intervention team brings professional education, guidance, and support directly into the home—the most powerful setting for a child's growth, learning, and healing. Serving families with children from birth to age eight, this program provides bi-weekly home visits, parent coaching, and developmental education. Through partnerships with local birthing hospitals and schools, we reach families at the earliest signs of risk, offering the tools and confidence needed to create safe, nurturing homes.

Using evidence-based practices, our parent educators help parents strengthen relationships, set routines, and build resilience. Developmental screenings ensure each child reaches milestones on time, providing timely intervention and comprehensive referrals as needed. Together, we help parents become their child's first and most important teacher.

### *CalWORKS Home Visiting Program*

**985** Total Case Management and Parent Education Sessions  
**116** Parents Served  
**62** Developmental Screenings

### *Services for Families with Young Children*

**2,141** Case Management Sessions  
**1,379** Parenting Education Sessions  
**910** Parents Served  
**400** Developmental Screenings

### *Infant-Toddler In-Home Visitation Program*

**1,326** Total Case Management and Parent Education Sessions  
**106** Developmental Screenings  
**98** Parents Served

# CrisisCare

Immediate, compassionate response to keep children safe and families together during a mental health crisis.

## Children's Crisis Stabilization Program

When a child experiences a mental health crisis, every minute matters. Our one-of-a-kind program responds within hours, bringing expert, trauma-informed clinicians directly into the home to stabilize children ages 5 to 18. In partnership with the Orange County Crisis Assessment Team, CHOC Emergency Department, and youth shelters, our goal is to keep children safe, supported, and at home whenever possible.

After the initial intervention, families receive three weeks of intensive in-home support to strengthen coping skills, restore stability, and ensure they remain engaged in long-term therapy. Every step is designed to prevent psychiatric hospitalization and family separation, transforming crisis into hope and healing.

### Children's In-Home Crisis Stabilization

**10,765** In-Person Hours Spent with Children and Families  
**4,876** Case Management Sessions  
**1,249** Therapy Sessions

### Adult In-Home Crisis Stabilization

**2,016** Case Management Sessions  
**1,316** Therapy Sessions

# FamilyEssentials

Providing the necessities that give families stability, dignity, and the chance to thrive.

## Poverty Prevention & Basic Needs Program

Poverty is one of the greatest barriers to family stability. Through our Garden Grove warehouse, we provide vital items such as food, cribs, beds, refrigerators, car seats, and clothing - almost \$500,000 worth of essentials each year. This support helps keep children safely with relatives and out of the foster care system.

Our annual Backpack Drive and "Families Helping Families" Program bring added joy to struggling families, reminding them that their community cares. By meeting urgent needs today, we create the foundation for brighter, stronger tomorrows.

### Basic Needs Program

**13,306** Items (Goods) Delivered  
**8,611** Items (Goods) Delivered Within Three Days

**\$488,965**

Worth of Goods Delivered to Prevent Poverty & Provide Basic Needs

## We Preserve Families...

When eleven siblings lost both parents to a drug overdose, they faced devastating grief and the likelihood of being split across multiple foster homes. Their grandmother, Maria, was determined to keep them together, opening her small home without hesitation. Through our FamilyEssentials Program, we mobilized immediately. **Within three days**, Maria's home was fully furnished with three sets of bunk beds, cribs, high chairs, strollers, car seats, and essential supplies. What had seemed impossible became a safe, welcoming home for eleven children who had already lost so much.

Because of our support, **all eleven siblings remained together**, surrounded by love and stability. Our help didn't just provide furniture. It preserved a family.

# Our Impact

In 2024-2025



**12,239** Total Client Sessions  
In-Person & Virtually

**15,318**  
Hours of  
In-Person Sessions

**790**  
Referrals and  
Linkages Provided

**3,690**  
Parent Education  
Sessions

**11,344**  
Case Management  
Sessions

**2,565**  
Crisis Therapy  
Sessions

**568**  
Developmental  
Screenings Conducted

**96%**  
Of Clients Served  
Identify as Low-  
Income

## Angela's Story

*With the help of CrisisCare*

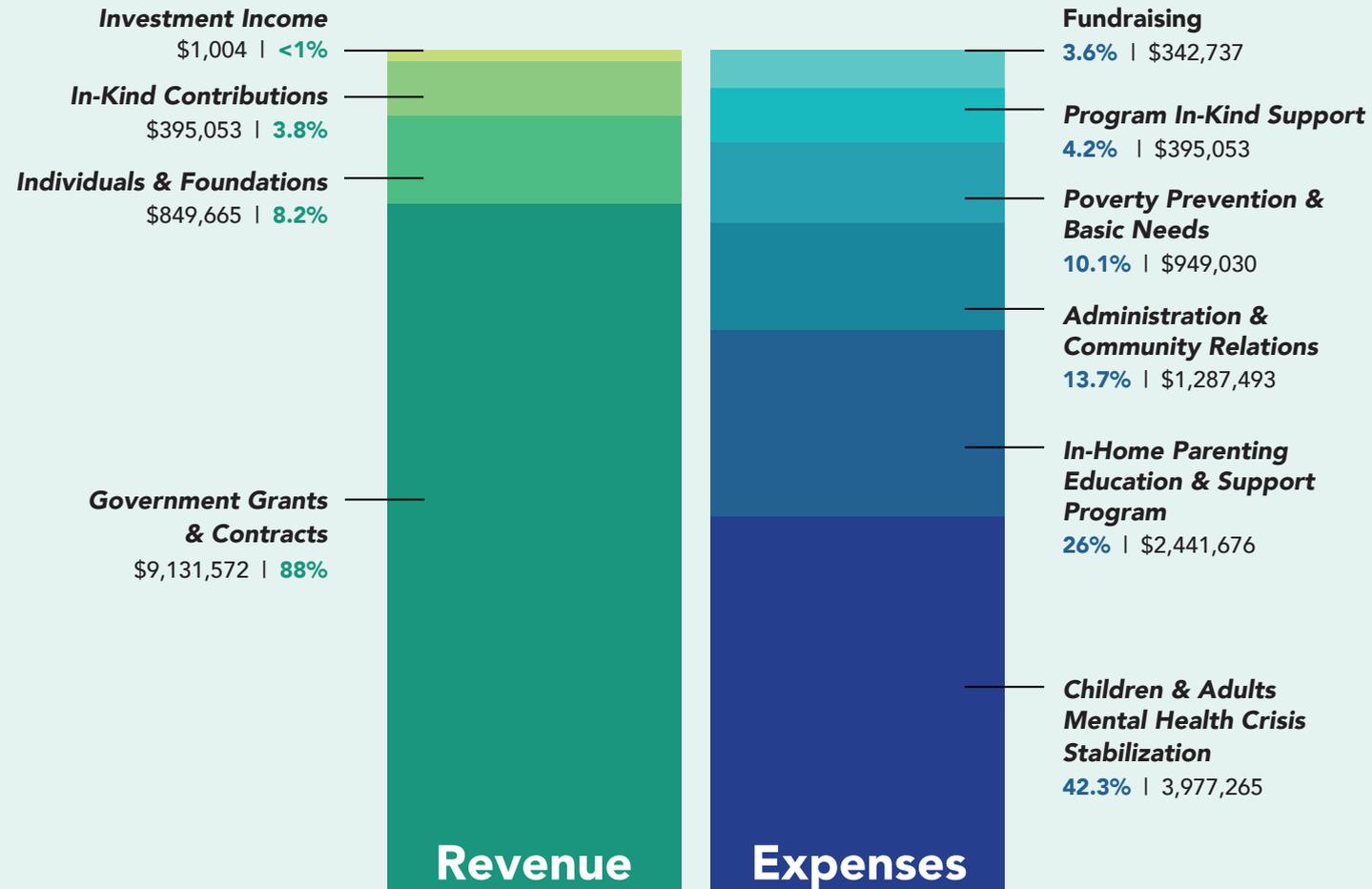


"When I was referred to The Priority Center, I was at my breaking point. My five-year-old son's constant tantrums and struggles at school left our home in daily chaos. On top of that, I was battling post-partum depression and felt like I was failing as a mother.

**Then our Mental Health Worker stepped in** with compassion, patience, and practical tools that truly changed our lives. She taught me how to stay calm and use simple strategies like setting timers for transitions, helping my son feel more secure and understood. She also connected me with a specialist who helped me manage my depression, and slowly, the fog began to lift.

For the first time, I truly understood my son's needs, and I started to gain my own strength as a parent. Today, our home is peaceful. My son is thriving, listening, adapting, and full of joy. I finally feel confident and hopeful about our future. **Thanks to The Priority Center, I can give my son the childhood I never had."**

# Our Financials



## Revenue

### Program Support

Government Grants & Contracts	\$9,131,572
Individuals & Foundations	\$849,665
In-Kind Contributions	\$395,053

**Total Program Support** \$10,376,289

### Other Revenue

Investment Income	\$1,004
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**Total Revenue** \$10,377,293

## Expenses

### Programs and Services

Children's and Adults Crisis Stabilization In-Home	
Mental Health Program	\$3,977,265
In-Home Parenting Education & Support Program	\$2,441,676
Poverty Prevention & Basic Needs	\$949,030
Program In-Kind Support	\$395,053

**Total Program & Services Expenses** \$7,763,024

### Support Services

Administration & Community Relations	\$1,287,493
Fundraising	\$342,737

**Total Support Services** \$1,630,230

**Total Expenses** \$9,393,254

# Community Engagement



## Coastal Food & Wine Festival

This summertime event at the Hyatt Regency Huntington Beach Resort & Spa raised over \$500,000 in one unforgettable evening. Guests enjoyed gourmet cuisine, fine wines, and craft spirits curated by over 70 celebrated local chefs and 20 wineries. The oceanfront celebration proved that when the community comes together with purpose and passion, amazing things happen.

**Save the date for our next Coastal Food & Wine Festival on June 7, 2026.**



## Families Helping Families

The 2024 holiday season brought magic to 340 vulnerable families through the generosity of 157 donors. More than 1,200 individuals received clothing, essentials, and heartfelt gifts. The most precious gift wasn't wrapped; it was the lasting connection between families and their "Santas," and the promise of brighter tomorrows.



## Pickleball Tournament

Our Pickleball Tournament at Tustin Hills Racquet and Pickleball Club was a sun-soaked celebration of fun and friendly competition. Thanks to amazing players, sponsors, and supporters, we raised over \$24,000 to fund life-changing programs for children and families in need. Every match brought laughter, and every dollar raised brought us closer to ending the cycle of trauma.



## Ragnar Relay

Our partnership with the SoCal Ragnar Relay reached new heights as dedicated runners covered 200 miles from San Diego to Huntington Beach, raising over \$25,000 for children and families in need. With every stride, they championed our mission and shared our cause with fellow runners, proving it was more than a race; it was a movement powered by community spirit.





## Katie's Story

*With the help of FamilyEssentials*

**"Leaving an abusive relationship meant facing homelessness with my two young daughters.** Even after I finally secured housing, we had nothing to make it feel like a home. My girls were sleeping on the floor, and I felt like I was failing them, despite doing everything I could to keep them safe.

The Priority Center's program changed our lives overnight. We received toddler beds, bedding, clothing, groceries, and a much-needed car seat for my youngest. These weren't just items, they were the stability, safety, and dignity my family desperately needed. **With our basic needs met, I was able to breathe again.**

I've since re-enrolled in school and am working toward a secure future where my daughters will always know safety, stability, and love. Because of this support, we were able to reclaim our lives. **Thank you for helping my family find hope when everything felt impossible."**

### Champions of Change

American Business Bank  
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# Our Donors

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# Donors Continued

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Moustaches for Kids  
Carrie Mulcahy  
Lauren Murphy  
Nikki Myers  
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## Become A Donor Today

Through the generous donations made by people like you, The Priority Center can continue our work to transform lives and create better futures for Orange County's most vulnerable children and families. Together, we can make our community better, safer, and stronger for us all.

Scan this QR Code to Donate Today





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Ending the Generational Cycle of Trauma

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***Email***

Info@theprioritycenter.org

***Phone***

(714) 543-4333

***Fax***

(714) 543-4398

***Address***

1932 E. Deere Avenue, Suite 240, Santa Ana, CA 92705

***Website***

theprioritycenter.org

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