



CENTER FOR PREVENTION

Promoting Healthy Living Through Education, Training & Advocacy

2020 Annual Report

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WORKING DURING A PANDEMIC

A Year Like No Other...

During 2020, more than 325,000 people in the U.S. lost their lives to COVID-19, leaving millions more suffering from grief and isolation. NO ONE went untouched by hardship and challenges 2020 presented.

Millions of Americans' lives were disrupted as we were forced to isolate from one another. People lost their livelihoods, businesses and peace of mind. Children and young people had their education disrupted, while the phrase "work-life balance" has taken on new irony for parents.

Almost everyone is doing the best they can, and none of it feels good enough. And yet, in many ways, none of this is new. We have all lost loved ones and jobs before; many of us have had our education disrupted or found ourselves isolated (or had to isolate from others). Millions upon millions have ended up with chronic illnesses. Governments have risen and fallen, and not always peacefully, and still humanity survives.

Writing an annual report for 2020 not only causes reflection on the year past globally but causes one to pause and think about the past year in terms of our agency and feel grateful that we survived and thrived in the last year. That we were able to continue serving our communities and that we were vital to helping these communities in a time of such great need.

ABOUT US

The History of Wellspring Center for Prevention

Wellspring Center for Prevention has provided addiction prevention and recovery services in the form of training and education since 1980, with great expansion since that time. We are proud to work as a nonprofit, community-based health organization in Middlesex, Monmouth and surrounding counties.

Our mission: Wellspring Center for Prevention is a nonprofit agency dedicated to improving the health and well-being of individuals, families, professionals, and communities through quality prevention and intervention services. Our programs promote sound mental health, effective family functioning, and awareness of the devastating effects of substance misuse and dependency.

Our staff members provide trainings and educational programs at local schools, attend community events, speak at professional development seminars, and publish relevant blog content in an effort to shed light on the devastating effects of substance misuse and addiction. We also provide school-based clinical services in numerous schools throughout Middlesex County.

We also serve as a resource to individuals, families, and organizations that have been impacted by substance abuse. Through our help line and online self-help tool, our Preventionists can help those in need find an appropriate addiction recovery program, and gain the necessary knowledge and tools to face the challenges associated with alcohol and other drug misuse.



A MESSAGE FROM OUR BOARD PRESIDENT

We live in a time of rapid change. A natural disaster, sudden job loss or unexpected expense can threaten a family's future in an instant. Yet we also live in an age of incredible generosity. When families struggle, compassionate people like the staff of Wellspring Center for Prevention boldly stand beside them during their darkest hours.

For over 40 years, Wellspring Center for Prevention (formerly known as NCADD of Middlesex County, Inc.) has helped provide substance use and mental health prevention, education services throughout the lifespan, training for certified addiction and prevention specialists, and advocacy on issues for Alcohol, Tobacco, and Other Drug addiction-related issues (ATOD).

Thanks to you, the Wellspring staff and Board of Trustees, the agency has affected the lives of numerous individuals, educators, and professionals in Middlesex County, NJ. We are also grateful to our various grantors and funders who have helped the agency since its opening in 1980.

To support people facing addiction, we foster greater empathy for the challenges they face and advocate for strong prevention, treatment and recovery efforts. And, as part of our commitment to putting the people we serve at the center of our work, we are doing more than ever to measure our impact on their lives.

Four decades of compassion, determination and innovation from many dedicated people and partners like you have made Wellspring Center for Prevention one of New Jersey's premier substance-use prevention and education organizations. Together, we are pioneering new methods of delivering robust solutions that affect thousands. At the same time, we are celebrating the incredible progress we have made in the fight against substance use and mental health issues over the past 40 years.

Wishing you luck in your journey for another 40 years of delivering substance-use prevention services to our various constituencies.

Alex Smuklavskiy
President
Executive Director/CEO, Stress Care of New Jersey



ACKNOWLEDGING OUR BOARD OF TRUSTEES

The purpose of the Wellspring Center for Prevention's Board of Trustees is to advise, govern, oversee policy, and assist with the leadership and general promotion of Wellspring so as to support the organization's mission and needs.

The Board is comprised of representatives from the economic, social and professional leadership of the Middlesex County region reflecting the diverse nature of those we serve. Members serve on the Board for a period of three years, which may be renewed up to a maximum of two consecutive terms, pending approval of the board.

The Board's major responsibilities include:

- Strategic planning and mission development
- Formulation and oversight of policies and procedures
- Financial management, including adoption and oversight of the annual budget
- Selection and supervision of the CEO/Executive Director
- Review of organizational and programmatic reports, ensuring work of the agency is in service of its mission
- Promotion of the organization, fundraising and outreach.



MEET OUR BOARD OF TRUSTEES



Alex Smuklavskiy
President
Elected 2018



Elliot White
Vice President & Treasurer
Elected 2016



Edward Rodriguez
Secretary
Elected 2018



Homer M. Mosley, Jr.
Member
Elected 2019



Jerry Henderson
Member
Elected 2019



Kevin Cornelio
Member
Elected 2020



Patricia Kazanowski
Member
Elected 2020



Sherri Goldberg
Member
Elected 2020



Susan Pilcer
Member
Elected 2020



Akshay Kamath
Member
Elected 2019



Mahesh Harvu
Member
Elected 2020



Steve Polinsky
Member
Elected 2015



A MESSAGE FROM OUR EXECUTIVE DIRECTOR AND CEO

Leadership. Innovation. Quality. Empathy.

For over four decades, these are the core values we have woven into the fabric of everything we do to help our neighbors thrive without the burden of alcohol, tobacco, and other drug problems, and to address the mental health issues that impact our young people's ability to succeed. Our public health perspective is driven by a strength-based philosophy.

Our job is not to fix what is broken, but rather to enhance what is working so everyone we touch is better able to live up to their fullest potential. Whether it is through a curriculum we deliver in a classroom, collaborations we foster in the community, guidance and opportunities we provide to youth, resources we provide to a family, or simply our contributions to a discussion at a meeting, Wellspring's values set us apart.

Our significant investment of time and resources in program development and evaluation has positioned us as a nationally-recognized leader in prevention curriculum development, professional training, and thought leadership.

Not only did we develop the first evidence-based curriculum from New Jersey to be listed on the National Registry of Effective Programs and Practices (the preeminent registry in the country), we helped create what will be the second, and we are already working with the federal government on what will be the third. We are also the only company (for-profit or non-profit) in the country, and perhaps the world, to undertake the development of an online platform for the full curriculum of courses necessary to become licensed or certified as an addiction counselor. Our courses are approved in every state, all branches of the military, and 22 countries across multiple disciplines.

The year 2020 will always reflect the core of all we do – our commitment to leadership, innovation, quality, and empathy – and will provide the roots to anchor us to the history and the vision that will guide us into the future.



Ezra Helfand
Executive Director & CEO

MEET OUR EXECUTIVE STAFF



Ezra Helfand, BA
Chief Executive Officer



Helen Varvi, M. Ed., CPS
Deputy Director



Lizette Fallon, BS
Director of Finance



Lauren Balkan, MSW, LCSW
Deputy Director



MEET OUR STAFF



ShaRonda R. Amon
Preventionist



Karen Boateng
Office Manager - Pathways



Cathy Cardew
Preventionist



Mara Carlin
Coordinator of Coalition and
Community Programs



Nicki Francis
Coordinator of Program and
Professional Development



Dylan Goodwin
School Based Clinical
Services



Laurie Herrick
Preventionist



Sofia Kuczynski
School Based Clinical Services,
Carteret Elementary Schools



Christina Lavigne
School Based Clinical Services,
Carteret Middle School



Lisa Lussier
School Based Clinical
Services



Lissette Mejia-Bacharde
Accounting and Training
Coordinator



Crystal Mutilitis
School Based Clinical Services,
Carteret Middle School



Jeanne Neuwirth
School Based Clinical
Services



Adrienne Ostrove
School Based Clinical Services,
Carteret Middle Schools



Anna Pepe
Program Director,
Carteret Middle School



Alyssa Steele
School Based Clinical Services,
Carteret Elementary Schools



Hugh Wallace
Preventionist



Heather Ward
Coordinator of School and
Family Programs

OUR EDUCATIONAL/PREVENTION EDUCATION PROGRAMS

Wellspring offers programs and services throughout Middlesex County and parts of Monmouth County NJ that reach across the age continuum. From prenatal education to healthy aging, we partner with organizations from all segments of society to build healthy communities.

For a full description of our programs, visit our website or use the QR code below:



We are especially proud of the work done by Wellspring staff adapting to all of the challenges brought on by COVID-19. Our in-person lessons were halted, but that did not mean we stopped working with our students and communities. As we found ourselves in the new normal of 100% virtual, we changed our approach. We were able to handle the majority of our school programs through real time lessons on platforms like ZOOM, Google Meets, and TEAMS.

This took a lot of planning and coordination to deliver programming on these varied platforms. Staff would practice with each other and troubleshoot issues that could possibly impact our program delivery. When issues did come up during classroom time, we were able to remedy them quickly.

For the schools that could not accommodate real time lessons, Wellspring staff recorded themselves teaching lessons which were then sent to teachers to be incorporated into their school day. Recording and editing of each video took place after these meetings. This was a huge undertaking, but Wellspring staff were able to navigate the new programming formats and get the programs out to the schools that needed them.

Wellspring was able to complete the majority of our education programs despite being faced with the challenges of the pandemic. Our relationship with school districts was pivotal in our ability to continue doing the work we love. Teachers were excited to see our faces in their virtual classrooms, and students were happy to see a “new” face on their screen. Truth be told, we are not sure who was more excited, the youth or Wellspring Staff!

OUR SCHOOL-BASED CLINICAL SERVICES

Wellspring Center for Prevention provides school based clinical services in Carteret and South Plainfield. This programming initiated in 2006 when the agency collaborated with Carteret School District to create Pathways School Based Youth Services Program (SBYSP) a comprehensive prevention and mental health treatment program in Carteret High School.

The mission of Pathways was to address all the needs of the students of Carteret High School so that when they were in the classroom, they could focus on learning. While our commitment to Carteret High School remains strong and the program flourishes there, Wellspring has now created a school based clinical services division within the agency which encompasses an expansion into additional schools. During this past year, Wellspring provided school based clinical services in six schools including elementary, middle and high school in Carteret and South Plainfield High School where the program is known as The Path. We are looking to expand these services to other districts in Middlesex County in 2021.

Wellspring's school-based clinical services provides custom-tailored, collaborative, school-based programs that offer the best of mental health and supportive counseling, structured recreation, psycho-education, and skill-building, in a non-stigmatizing school-based environment. All services can be custom-tailored to each schools' learning environment and the students' needs.

Our efforts are designed around collaboration with the school district's practices and on-site support services to ensure a seamless, barrier-free environment to care. Each program is staffed by professionals experienced in youth development, mental health counseling, and case management backed by Wellspring's mission to help educators focus on their youth and foster and develop healthy minds and healthy bodies.

Additional services include direct linkage to licensed and accredited community-based programs through Wellspring; educational workshops for faculty and parents; direct in-class support for students and teachers; collaborations with the school team and outpatient resources; partnerships with child study teams as indicated by IEPs; case management; parent support groups; positive recreation programs, summer programs and transitional programs to assist students with school and grade level changes.

OUR SCHOOL-BASED CLINICAL SERVICES

Program Highlights

2020 School Based Clinical Services Highlights (numbers for the school year 20/21)

- 849 unduplicated youth served in individual, family or group services (excludes events, i.e. SEL for all students, assemblies, classroom activities etc.)
- 406 unduplicated students provided individual counseling
- 2207 individual counseling sessions delivered
- 599 unduplicated students participated in group
- 80 events provided with over 15,000 student contacts

Notable activities

- Creation of a Virtual Calm Room
- Use of Google Classroom to reach kids with over 400 Carteret Middle School members
- Provided Social Emotional Learning sessions school wide either weekly or monthly to elementary, middle and high school students in Carteret Middle School
- Signs of Suicide Curriculum delivered in health classes at CMS
- Creation of a virtual Pride Library for Carteret Elementary School
- Creation of a Pathways QR code for students to access services, learn about programming, get resources etc.
- Started an Incorruptible Us chapter with great success
- Started a Letters for Rose chapter

A great deal of effort and time was devoted to advocacy activities to fight the proposed DCF defunding of the School Based Youth Services.

This was a coordinated effort with all 91 school-based programs and involved regular meetings, legislative advocacy, a virtual rally, an in-person rally, letter writing and a great deal of media coverage. These efforts proved to be successful and we were notified that all of the funding would be reinstated as of Oct 1, 2020. This effort was extremely successful in not only getting services fully refunded as of October 2020, but in raising awareness of School Based services throughout the state. In fact, this year's state budget saw an increase in School Based funding.

2020 AGENCY HIGHLIGHTS

Wellspring created virtual presentations for Strengthening Families, HealthEASE , WISE and Take Control of Your Health lessons. All 6 Footprints for Life lessons have been filmed and distributed to schools. WNBI program was made into Google docs and sent to schools to complete the lessons started before the schools closed down. Life Skills Training lessons were filmed and sent to schools. Agencies that purchased licenses for FFL and WNBI received Wellspring materials to continue their lessons virtually.

- SBIRT (Screening Brief Intervention and Referral to Treatment) Trainings were delivered to staff at RWJ/BH.
- Wellspring staff was able to judge Middlesex County's Distracted Driving PSA Contest virtually.
- Students from the South Brunswick "Incorruptible US" group were awarded \$3500 in funding from Hackensack-Meridian to do awareness in their school regarding vaping; a summer kick-off event was planned.
- Coalition meetings continued virtually on a monthly basis; other virtual events held included our annual Older Adult Conference, CADC and CPS classes, Town Hall Meeting presentations on underage drinking, vaping and social media held at several local libraries via Zoom. Collaboration with North Brunswick and Metuchen Libraries continued throughout the end of summer, and will continue through the fall.
- Leadership training provided to 45 Dunellen HS students.
- A virtual cycle of Take Control of Your Health was completed for Silver Linings in Perth Amboy and a second cycle using self-paced program was delivered in Sayreville.
- Professional development presentation made to 154 staff at Keyport School District.



2020 AGENCY HIGHLIGHTS

- Staff made 13 live virtual presentations for the whole freshman class of Freehold Boro High School.
- Freehold Boro School District staff and administrators received professional development presentations
- Red Ribbon Week efforts held in collaboration with several schools and community organizations including South Brunswick HS (where approximately 200 students participated in a Red Ribbon Week trivia event); Wardlaw-Hartridge, Mobile Family Success Center; North Brunswick Library;
- Professional development training was delivered to 24 staff at the MC Vocational/Technical HS: a program on Mindfulness and Self-Care was delivered to staff at Piscataway HS: presentation to ASAP (Assn. of Student Assistance Professionals on How Media Influences Youth. Half-day conference for educators scheduled for 12/15.
- Our 4th Annual Senior Conference was held December 14th; program was presented virtually.
- Carteret accepted classroom programming for Footprints for Life; 18 classroom programs (started in-person; switched to live via Zoom) were scheduled.
- Panel for Rutgers Pharmacy students on Covid and Addiction/Trends
- Professional development presentation made to 100 Freehold Boro HS staff
- Presented to all Monmouth Regional Staff(147) Trauma Informed Teaching
- Presentation to all 6th, 7th, and 8th grade students in Marlboro Middle School & Marlboro Memorial Middle School



2020 AGENCY DATA

1,100

REFERAL REQUESTS

3,000

INFORMATION REQUESTS

183K

WEBSITE & SOCIAL TRAFFIC

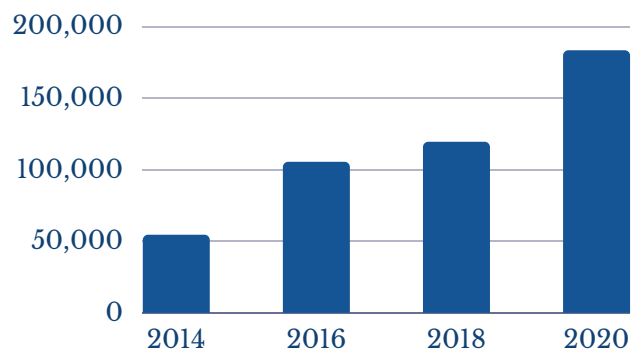
117

PUBLISHED BLOGS

12K

BLOG & EMAIL READERS

WEBSITE & SOCIAL TRAFFIC 2014-2020



- We had close to 1100 requests for referrals received by phone and through our website.
- We had close to 3,000 requests for information by phone, email, Zoom, and our website.
- Agency staff averaged almost 12 contacts with our community members.
- Total hits to our website and social media outlets totaled over 183,000 individual hits.
- Almost 12,000 individuals read 117 different blogs published on our website or read our emails.
- We continued to outreach members of the community through articles published in local media outlets and press releases.

PATH PROGRAM HIGHLIGHTS

1,993

STUDENT OUTREACH

- Program made approximately 1993 outreaches to students.

397

YOUTH AND/OR FAMILY CONNECTIONS

- Connected with 397 youth and/or families during this period (unduplicated number across the three programs).

522

SESSIONS WITH 588 YOUTH

- Engaged in 522 sessions (these are contacts over 15 minutes through phone, video chat or other means of communication) with 588 youth

- Have had 136 family contacts.

136

FAMILY CONTACTS

- A great deal of effort and time was devoted to advocacy activities to fight the proposed DCF.

THE COALITION FOR HEALTH COMMUNITIES

The Coalition for Healthy Communities, an initiative of Wellspring Center for Prevention, brings together professionals from multiple disciplines who have a passion for the prevention of alcohol, tobacco, and other drug abuse problems.

Its mission is to reduce substance misuse, especially among youth, by providing opportunities for increased collaboration, coordinated planning, and sharing of resources in order to maximize the quality and availability of services to the communities and residents of Middlesex County. Monthly meetings provide an opportunity to network, plan collaborative events, share ideas and resources, and develop into a primary resource for the community. The meeting agenda is designed to inspire members to action as well as provide time for sharing information. This has proven to be tremendously useful to the members, who have developed new partnerships and benefited from services that they did not know existed.

Every member of the Coalition can make a difference in the community. If you would like to help make Middlesex County a healthy, safe, and drug-free community, consider becoming a member. More information and a Membership Application can be found on our website.



Members of the Coalition for Healthy Communities represent a wide variety of sectors within the community, insuring that everyone's voice is heard. Through the Coalition's Task Forces, the membership works to build capacity within the community to reduce the impact that substance abuse has on our families and community members.

COLLABORATIONS

- Robert Wood Johnson Hospital/Barnabas Health
- Middlesex County Prosecutor's Office
- St. Peter's Hospital Opioid Taskforce
- Municipal Alliances such as Dunellen, Piscataway, North Brunswick
- Libraries including North Brunswick, East Brunswick

OUR EVENTS

In addition to school and community programs, Wellspring schedules annual recognition and awareness events throughout Middlesex County:

- National Recovery Month is recognized each September by awarding the "Tree of Hope" to an organization that promotes recovery within Middlesex County and to an individual who is identified as a "Recovery Champion".
- Annual Legislative Event to raise awareness and mobilize communities to action on pending legislation or existing legislation and its impact.
- Annual Young Women's Conference
- National Night Out
- Red Ribbon Week
- Middlesex County Conference on Mental Health & Addiction Recovery
- Be Smart About Medicine or 'Don't Get Vaped In' Creative Expression Contest
- Annual Drug Prevention Summit
- Don't Drive Dangerously PSA Contest
- Prevention Works for Older Adults Annual Conference



OUR TRAINING

We offer online, in-person and on-site professional development programs designed for addition counselors, prevention specialists, and school faculty members.

All of our courses count toward requirements for state and national credentials, including Certified or Licensed Certified Alcohol and Drug Counselor (CADC and LCADC), Certified Prevention Specialist (CPS), and Department of Education professional development hours.

All on-site courses are offered in our East Brunswick, New Jersey training facility.

For a full description of our training programs, visit our website or use the QR code below:



FINANCIAL INFORMATION

SUPPORT AND REVENUE

Grants & Contracts	\$1,806,569
Program Fees	250,588
Contributions & Events	18,605
Interest and Other Income	3,229
Total Support and Revenue	\$2,078,991

Though 85% of our revenue comes from grants and contracts, this line item represents diverse funding from the Federal government, multiple State departments, and Middlesex County.

EXPENSES

Program Services	\$1,659,490
Management and General	391,523
Fundraising	6,497
Total Expenses	\$2,057,510
Changes in Net Assets	21,481
Net Assets, Beginning of Year	709,274
Net Assets, End of Year	\$730,755



ACKNOWLEDGING OUR GRANTORS

FEDERAL AWARDS

- U.S. Department of Health and Human Services
- Prevention of Opioid Misuse in Women Across the Lifespan
- Primary Prevention of Alcohol & Drug Abuse
- Carteret SBYS – Pathways
- SUDS-Stopping Underage Drinking
- Partners for Success

U.S. DEPARTMENT OF EDUCATION

- Carteret Elementary School Program State Awards

STATE AWARDS

- Department of Children and Families
 - Carteret SBYS – Pathways
 - CHS Twilight Program
- Division of Mental Health & Addiction Services (DMHAS) Substance Use Prevention Grants
- Alternative Approaches to Pain Management for Older Adults

MIDDLESEX COUNTY AWARDS

- Middlesex County Department of Human Services
 - Public Awareness and Advocacy
 - Education Services to Schools
 - Information and Referral Services
 - Education Services to Older Adults
 - Juvenile Detention Alternative Initiative
 - HSAC Freeholders Support Grant
 - Division of Children’s Services
 - Juvenile Justice Commission

- Middlesex County Commissioner Grants

MONMOUTH COUNTY AWARDS

- Division of Mental Health & Addiction Services
- Substance Use - Education
- Youth Services Commission
- Community Partnership Grant – Life Skill

DONORS

- Alex Smuklavskiy
- Amazon Smile
- Ammon Labs
- Andrew Dean
- Aurea Periera
- Borough of Duncelen
- Circle Motorsports, Inc.
- Donna DiStefano
- Edward Pilcer
- Ezra Helfand
- Fronstream Connect, Doroty Twist
- Jeffrey Jannarone
- Lizette Fallon
- McMaster-Carr Supply Company
- Michelle Halliwell
- Middlesex County Dept of Human Services
- Morgan Stanley Foundation
- Network for Good/Facebook Donations
- Planned Parenthood of Central NJ
- Rachel Castor
- Sales Receipt
- Sherri Goldberg
- Staffing Synergies, Inc
- United Way of Greater Portland



2020 Annual Report

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