

# ANNUAL REPORT

2015-2019



THE  
SOUTHWEST  
COUNCIL, INC.

Prevention • Education • Treatment



**Joseph M. Williams**  
**CEO/ Executive Director**



**I am very pleased and proud to provide the agency's 2015 - 2019 Fiscal Report. As always we are extremely grateful to our supporters and many donors who, from behind the scenes, allowed the agency to continue developing healthier communities for the past 28 years. Since 1991, The Southwest Council has been providing substance abuse prevention, education, and early intervention services to the residents of Cumberland, Gloucester and Salem Counties in hopes of building healthier communities. The agency's positive impact, as reflected in this document, has been made possible only through the efforts of dedicated individuals, including our volunteer Executive Board of Directors, our staff, and the many volunteers who assist us on a daily basis. Together, we work tirelessly because our communities deserve to be healthy and thriving.**

**The Southwest Council is committed to growth and expansion based on the needs of the communities we serve. As an organization we are dedicated to community-orientated solutions to community problems. We have persisted in this mission through our regionally based coalitions. These coalitions have enhanced our capacity to increase prevention services, especially targeting younger community members with substance-free activities. Our coalitions are a strong reminder of the importance of collaboration. The continued success of our grassroots coalitions are due to the agency's dedicated staff and the engagement of individual community members coming together to provide evidence-based services for our community through educational institutions, faith-based organizations, and community alliances. It is the focus of the agency to employ environmental strategies geared toward changing community norms which favor substance abuse throughout the southwestern portion of the State of New Jersey.**

**Along with the coalitions, the agency has added treatment services which have allowed us to provide quality services throughout the region. We are proud to offer addiction treatment for adults that include access to licensed and certified addiction and mental health counselors. Reflecting on community needs, we firmly believe treatment services that are accessible to our community will build a stronger and healthy southwest New Jersey.**

**This Fiscal Report is important for so many reasons. It is a reflection on how we hold ourselves accountable in areas of corporate development, including: governance, community partnerships, employee development, and service quality. Integrity and accountability are fundamental for every aspect of the agency. It also serves as a celebration of the work we have done and the ways in which we have grown in the last five years since our last published fiscal report. We know our work is not complete. We are committed to expanding services where the need is great through our community coalitions and treatment services. We look forward to your support as we make our community healthier.**

# WELCOME TO THE



Prevention • Education • Treatment

# PREVENTION PROGRAMMING



Evidence-Based Prevention Programs for Schools, Families, and Communities



We offer prevention education to students in Gloucester, Cumberland and Salem Counties. The programs facilitated by our Prevention Specialists are evidence-based and can be found on the National Registry of Evidence-based programs and practices (NREPP).



In 2017, the agency included two additional programs into the library of programs offered and can provide prevention programming to students in 1st-12th grades. Our Elementary school students are provided Too Good For Drugs (1st and 3rd grade curricula), Footprints for Life, and Keepin' It Real.

Through the use of fun characters, our students are introduced to tobacco and alcohol education in addition to important life skills such as: communication, conflict resolution, self-esteem, and coping with stress. Each time we deliver a curriculum in its entirety to a group of students, we call this a cycle.



From 2014 to 2019, we have delivered over 153 cycles to 14 elementary schools in Cumberland County, 87 cycles to 16 elementary schools in Gloucester County, and 59 cycles to 8 schools in Salem County. We have reach over 300 groups of students across the three counties that we serve.

Our students in middle school and high school are provided Media Ready and Lifeskills Training. Media Ready uses print, web, and social media advertisements to teach our students how to dissect an advertisement and make an informed decision about the product. Advertisements used in the program promote tobacco and alcohol products.



*Evidence-Based Prevention Programs for Schools, Families, and Communities*



Lifeskills Training is a curriculum that reinforces skills that were learned in elementary school programs. In addition to communication skills, self-esteem, and conflict resolution, Life Skills training incorporates media literacy and marijuana education.



From 2014 to 2019, we have delivered over 41 cycles of Media Ready and Life Skills Training to 10 schools in Cumberland County, 139 cycles in 14 schools on Gloucester County, and 44 cycles in 9 schools in Salem County. Throughout this time, approximately 8,200 students in 1st-12th grades have been provided prevention programming from The Southwest Council.

The Southwest Council offers programming for families seeking to improve communication, create healthy relationships, and establish rules for the families. The program, Strengthening Families, is provided to families with children 10-14 years old for a six week period. Each week families are invited to have dinner provided by the Southwest Council followed by parent and children breakout sessions. During these breakout sessions, parents are taught how to love their children while providing limits and expectations. Children learn the importance of choices and consequences. At the end of the evening, the families come back together to work on an activity together. The program serves as a model to establish a pattern of communication and quality time together at home. The Southwest Council has provided Strengthening Families to 41 families across Cumberland, Salem and Gloucester County.



Wellness Initiative for Senior Education (WISE) is a health education program for senior adults. WISE teaches senior adults the information and resources they need to maintain a healthy lifestyle and become empowered regarding both their health and the health care they receive. Program objectives include helping participants to: (1) understand how lifestyle choices and behaviors impact health; (2) learn to use tools and feel empowered to manage health care, particularly regarding the use of medications; (3) understand the aging process and how it affects the metabolism of alcohol and medications; (4) develop an appreciation for cultural and generational diversity, including their own increasing age; and (5) recognize the early signs and symptoms of depression. From 2015-2017 approximately 60 senior adults have participated in WISE programming.

**COPING  
WITH  
WORK  
AND  
FAMILY  
STRESS**



Coping with Work and Family Stress is an evidence based prevention program focusing on healthy coping skills through limiting stress by effective problem solving, communication, social support, and personal planning to alleviate stress at work and home.



**"Camp YEY is  
AWESOME"**



**"Camp is my  
favorite time of  
year"**



At the Southwest Council, Inc., we believe it's important to take time during the summer months to reinforce many of the skills and lessons youth have learned through our school and community-based programs. Camp YEY began as a result of our goal to enhance leadership skills in 2007 and has grown in popularity and size each year.

Each year approximately 180 youth attend Camp YEY and over 300 family members and friends attend our Family Fun Day celebration.



Youth in grades 4-8 in Cumberland, Gloucester, and Salem County who attend Camp YEY are taught fun and interactive lessons in goal setting, self esteem, decision-making, and communication. They also learn about alcohol, tobacco, and other drugs. The lessons are presented by Southwest Council's professional staff. Each camper also enjoys exciting outdoor activities such as canoeing, archery, swimming, and field games. Campers are even encouraged to reach outside their comfort zones and challenge themselves on a high ropes course!

For more information visit  
[www.southwestcouncil.org/campyey](http://www.southwestcouncil.org/campyey)



While the number of youth attending camp grows each year, so do the efforts of The Southwest Council staff to provide the campers with an unforgettable experience. New features have been added annually such as the camp store. Throughout camp, youth demonstrating superior leadership skills are given a ticket. Tickets can be redeemed at the camp store for snacks and Camp YEY gear such as water bottles, beach towels, sunglasses, headphones, and more! A few years ago, Color Wars was added and has become a camper favorite. During Color Wars campers learn the value of working as a team to accomplish goals. In addition, we offer life-skills activities such as building, sewing, cake decorating, first aid, outdoor skills and more!



## Leadership Opportunities

Over the years, we have watched many of our campers grow from timid and shy children into outgoing, confident, and strong young leaders. At The Southwest Council, we believe in empowering the young people we have served to take on new and exciting leadership opportunities such as becoming a Counselor Assistant. Their individual personalities and talents contribute to making each part of camp a success year after year.

# TREATMENT & RECOVERY SUPPORT SERVICES



## Treatment Services

The agency is approved ambulatory care facility, licensed to provide Level I Outpatient and Level II Intensive outpatient addiction services. Available treatment options include treatment for not only employee-based clients, but also anger management, couples counseling, and mental health services. We believe in a holistic and culturally competent method of treatment within which we offer a safe, warm, and open environment for our clients. By implementing evidence based treatment is to enrich self-efficacy and maximize biopsychosocial functioning.

## OPIOID OVERDOSE RECOVERY PROGRAM (OORP)

The Opioid Overdose Recovery Program is designed to respond to individuals reversed from opioid overdoses and treated at hospital emergency departments as a result of an opioid related illness/injury. The Patient Navigator and Recovery Coaches will engage individuals reversed from an opioid overdose to provide non-clinical assistance, recovery supports, and appropriate referrals for assessment and substance use disorder treatment. Funding for the OORP initiative is provided by the DOH Division of Mental Health and Addiction Services.

Since 2017, our coaches have  
seen over 700 clients

With nearly 15% of them  
being admitted to treatment.

## Employee Assistance Programs

The Southwest Council is committed to the well-being of employees, and provides services to employers in the State through the Employee assistance program (EAP) and Employee advisory services (EAS). The EAS and EAP can provide confidential services to workers facing problems with substance abuse or personal concerns that are negatively impacting the workplace, the employee, and the employee's family. With the help of an EAS or EAP program, certified and licensed staff provide confidential health and wellness activities, proactive prevention and problem identification services, and referral as necessary.



## Intoxicated Driver Resource Center

The IDRC Program is designed for the individual who has been convicted of an alcohol or drug related traffic or boating offense in New Jersey. Once convicted, this person must satisfy the requirements of the intoxicated drivers program and the IDRC. If a person is sentenced as a first time offender, they are detained, educated, and evaluated during a 12 hour program. This program educates participants in the hopes of reducing the county based rate of recidivism, as well as enhances individual knowledge regarding the harmful effects of driving under the influence. Persons attending the IDRC class are provided with information about New Jersey laws regarding alcohol and other drugs, given materials to help them understand how drugs and alcohol affect the body, and are imparted with information about the progression of alcohol and drug abuse. Participants are offered the opportunity to evaluate their own use of substances, and create a plan to avoid future high-risk behaviors. Each participant in the program participates in a screening process, and is provided a referral for further evaluation at a treatment facility if such assessment is necessary.

Since inception, the agency has provided services for approximately 11,000 participants through the IDRC program.

We offer materials written in both English and Spanish, and we also have full-time English speaking and bilingual staff members.

The Southwest Council has been the contracted service provider of the IDRC for both Cumberland and Salem Counties for the past 25 years.

## Cumberland County Human Services Transportation Program

In Cumberland County, Transportation is often cited as an issue for their citizens, as the lack of transportation offered in the county can serve as a barrier for individuals to access important services. The Cumberland County Human Services Transportation Program (CCHSTP) offers free of-charge, non-emergency transportation for individuals in Cumberland County who need transportation to the following services: Mental health counselling/ services, Family support services and Programs, Healthcare/Medicaid Appointments, Drug and Alcohol Counseling services, prevention programs, early intervention programs, Social Services appointments, and other health care services.



From 2015-2019, the program has run an estimated total of 4500 trips.

# COMMUNITY COALITIONS



**INCORRUPTIBLE.US**



The Southwest Council manages two regional coalitions that use environmental strategies to bring about sustainable advancement of drug prevention in Cumberland, Gloucester, and Salem Counties. The Salem-Cumberland Regional Addictive Substances Prevention Coalition (SCRATCH) and the Gloucester Regional Addictive Substances Prevention Coalition (GRASP) both aim to reduce underage drinking, prescription drug abuse, and the use of illegal substances in the region. The SCRATCH and GRASP Coalitions progress towards these goals through various initiatives ranging from: large media campaigns, implementing changes in policies, professional conferences, grassroots efforts such as Sticker Shock Campaigns, installation of prescription drug drop boxes, and workshops for parents and youth.



GRASP MEMBER, DONNA GAUDIO,  
PRESENTING TO STUDENTS AT WILLIAMSTOWN HS.



Coalition membership is diverse and includes representatives from several state and community organizations such as: schools, churches, youth groups, universities, health departments, municipal alliances, police departments, prosecutor's offices, and non-profit agencies with similar goals. Community members and volunteers also contribute greatly to coalition advancement. Coalition members gather once a month to plan new activities and evaluate past initiatives, and coalition newsletters are published each quarter for their members and the community. Through collaboration and partnerships with organizations throughout the region, both coalitions have continued to expand membership.





The mission of the CCHCC is to reduce substance abuse among youth in Cumberland County through the collaborative and coordinated efforts of key stakeholders from the entire community. Youth substance use has been the primary focus of the CCHCC since the beginning. CCHCC also has placed emphasis on capacity building and creating strong membership by inviting, and ultimately securing, influential individuals to sit at the table who are representative of the community they serve. While the coalition has retained many of the founding individuals, they have been successful in consistently engaging vital, recognizable, and powerful community stakeholders. All coalition members are provided with the education and tools necessary to serve as fruitful community mobilizers.



In order to involve youth in the coalition process, CCHCC members developed a countywide youth group for teens referred to as the coalition's Youth Network (YN). The YN is currently comprised of almost two-dozen teens from around the county who are dedicated to substance abuse prevention and leading healthy lifestyles. YN members participate in the planning process and work with the coalition-at-large to implement strategies aimed at creating community-level change. In 2019, the group expanded to join Incoorruptible.us to help prevent tobacco use throughout New Jersey. This has allowed the agency to expand the YN to Salem and Gloucester as well.



# FISCAL REPORT



THE COUNCIL IS COMMITTED TO THE TRANSPARENCY AND INTEGRITY OF THE FISCAL DATA PRESENTED IN THIS REPORT. THE FOLLOWING DATA ILLUSTRATES THAT THE COUNCIL IS COMMITTED TO ENSURING THE GROWTH AND SUSTAINABILITY OF OUR SERVICES WHICH IS DEPENDENT ON OUR STRONG FISCAL HEALTH. THE INFORMATION PROVIDED HERewith IS SOURCED FROM THE SOUTHWEST COUNCIL'S ANNUAL OMB CIRCULAR A-133 INDEPENDENT AUDITS.

PRIOR TO 2015, FUNDS WERE DESIGNATED BY OUR BOARD OF DIRECTOR FOR A CAPITAL CAMPAIGN IN THE AMOUNT OF \$80,516.55. THE CAPITAL CAMPAIGN FUND INCREASE TO \$93,630 IN 2018 AND REMAINED AVAILABLE AT 12/31/19.



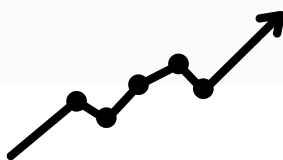
THE COUNCIL CONTRIBUTED APPROXIMATELY \$70,766 OR ABOUT 8.5% OF ITS UNRESTRICTED NET ASSETS TO SUSTAIN ITS PROGRAMS.



THE MORTGAGE FOR OUR VINELAND OFFICES (\$360,000) WAS PAID OFF IN DECEMBER OF 2017 USING UNRESTRICTED NET ASSETS. TOTAL BUILDING COST WAS \$600,000.

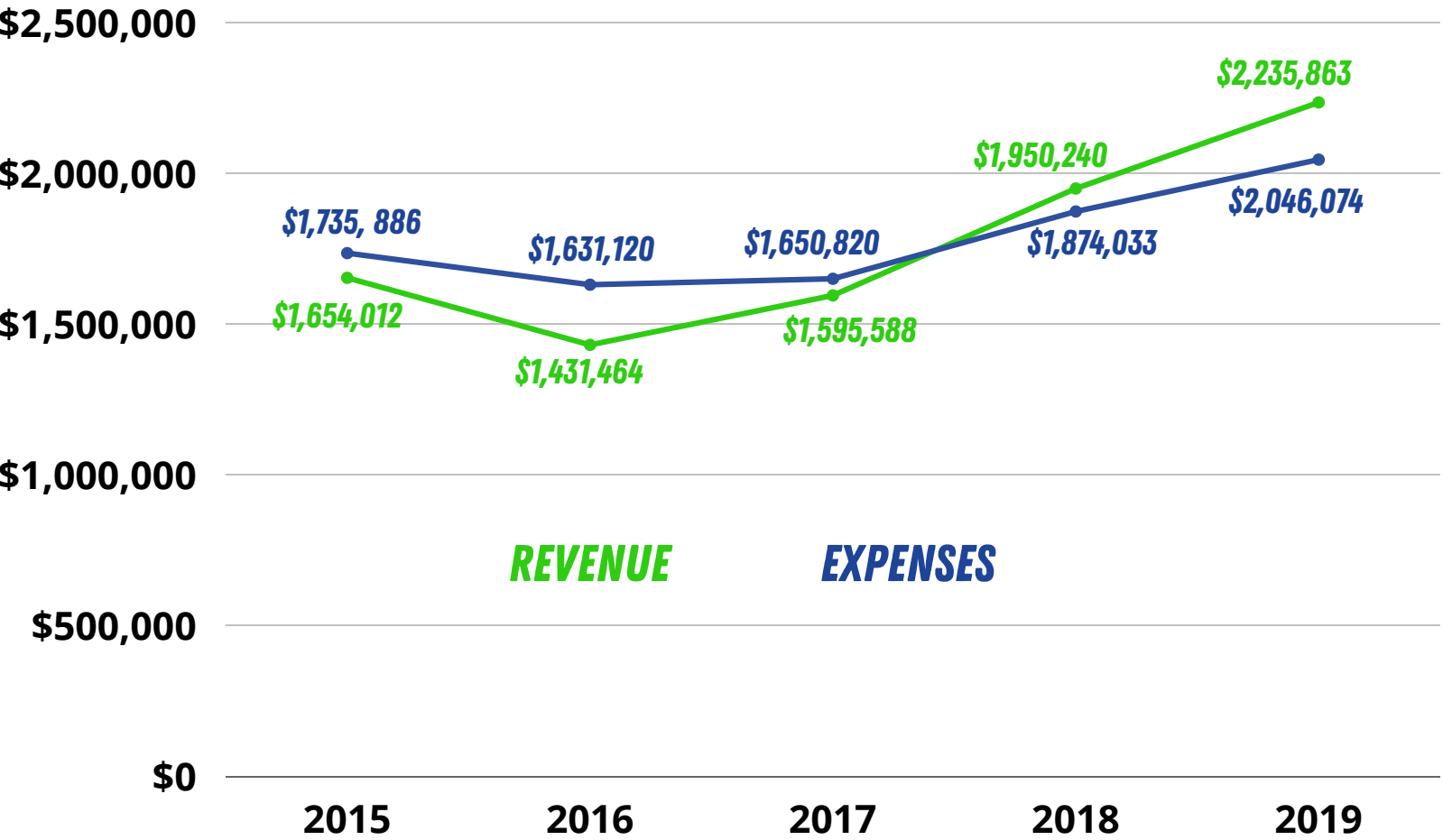


THE COUNCIL'S CERTIFICATE OF DEPOSIT INCREASED OVER 15% FROM 2015 TO 2019 WITH A BALANCE OF \$121,187 AS OF 12/31/2020

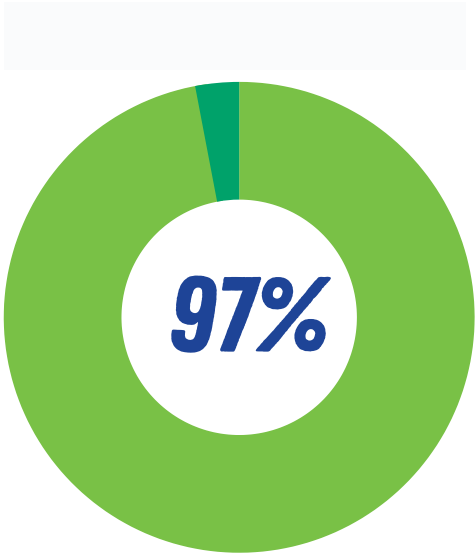
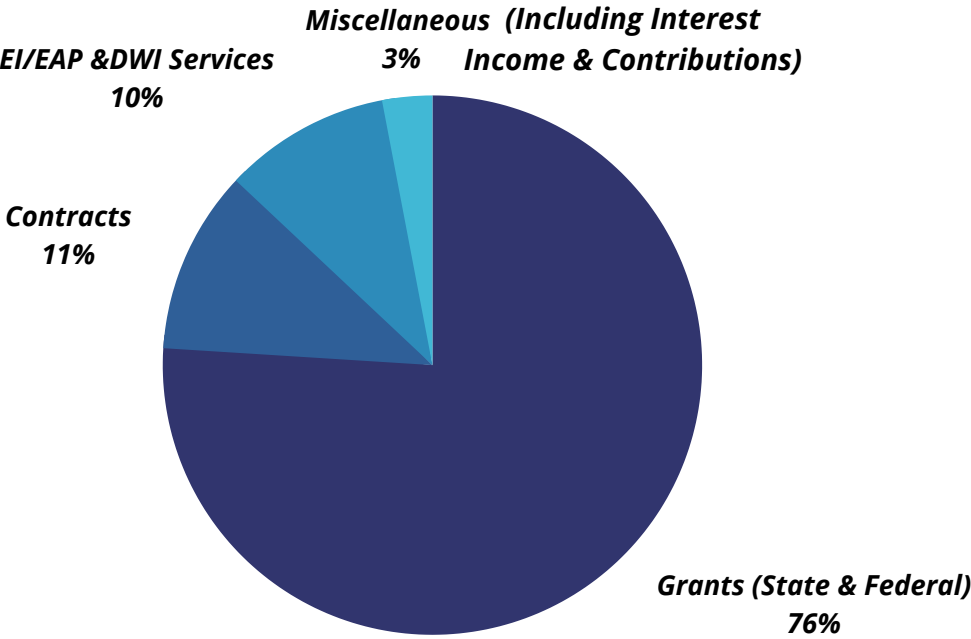


FIXED ASSETS INCREASED BY ALMOST 6% OVER THE PERIOD WHICH INCLUDED THE PURCHASE OF A NEW VAN IN 2018.

# THE SOUTHWEST COUNCIL , FISCAL DATA.



## % OF REVENUE FROM 2015-2019



**97% OF EVERY DOLLAR OF EXPENSES IS TO SUPPORT THE SOUTHWEST COUNCIL PROGRAMS.**

# The Southwest Council, Inc.

## Fiscal Data

Revenue	2015	2016	2017	2018	2019
Grants (State & Federal)	\$1,210,926	\$1,044,996	\$1,182,558	\$1,557,835	\$1,725,294
Contracts	\$213,962	\$176,677	\$168,617	\$162,743	\$265,008
CCAR Training			\$7,700		
EI/EAP & DWI Services	\$185,293	\$184,252	\$182,072	\$174,130	\$203,152
Miscellaneous (Including interest income & contributions)	\$43,831	\$25,539	\$54,641	\$55,532	\$45,045
Total	\$1,654,012	\$1,431,464	\$1,595,588	\$1,950,240	\$2,238,498

Expenses	2015	2016	2017	2018	2019
Program Services	\$1,651,480	\$1,599,896	\$1,625,402	\$1,846,250	\$2,026,507
Support Services	\$84,406	\$31,224	\$25,418	\$27,783	\$30,861
Total	\$1,735,886	\$1,631,120	\$1,650,820	\$1,874,033	\$2,057,368

	2015	2016	2017	2018	2019
Net Profit	-18%	-52%	-13%	19%	35%
Volunteer Hours	1,447	874	1,279	1,018	861
Volunteer Contributions	\$41,622	\$16,191	\$39,321	\$50,554	\$27,598

*\*2019 Support Services are estimated at 1.5% of total expenses.*



# OUR TEAM

Joseph M. Williams, MA, LPC, LCADC, CCS

*Executive Director/CEO*

Chelsea McCarty, MS, LPC, LCADC

*Director of Prevention Services*

Jackie Williams, MS, LPC, LCADC

*Clinical Services Coordinator*

Alexis Regenelli

*Director of Operations*

Emily Poole, MA, CHES

*Director of Coalitions and Community*

*Partnerships*

Kevin Allen Jr.

*Interim Prevention Supervisor*

Alexa Adler, MA

*Prevention Specialist*

Delizah Arguello

*YTAG/CCHCC Project Coordinator*

William Bennett, CPRS

*Recovery Coach*

Robin Berry

*Prevention Specialist*

Job Brown, CPRS

*Recovery Coach*

Carrie Bruce, CPRS

*Peer Recovery Specialist*

Kelsey Casper, CPRS

*Recovery Coach*

Adrienne Davis

*Prevention Specialist*

Maria Elena Duca

*Prevention Specialist*

Ernie Fabrizio

*Driver /Maintenance*

Ryan Fean

*Fiscal Assistant*

Robert Hawn

*Communications Coordinator*

Carin Hendrix, CPRS

*Recovery Coach*

Alan Kagan

*Prevention Specialist*

Chuck Kidwell

*Recovery Coach*

Joseph King, CPRS

*Peer Recovery Specialist*

Hanna Lawless

*Program Assistant*

David Lunsford, CPRS

*Recovery Coach*

Christa Mazzeo

*Prevention and Recovery Services*

*Coordinator*

Kaitlyn McConomy

*CADC Intern*

Tiara Molock, MA, CHES

*GRASP Coordinator*

Michael Regenelli, MST

*CCHCC Project Director*

Robert Regler, MA

*Prevention Specialist*

*Maria Rodriguez*

*Prevention Specialist*

Bethany Vega

*Prevention Specialist/Camp YEY Director*

Freddie J. Vega III

*Prevention Specialist*

Lisa Zimmer

*Prevention Specialist*

# OUR BOARD

**Dr. Terry C. VanZoeren**

**Board President**

**Sewell, NJ**

**Retired Superintendent, Hopewell Crest School**

**Ida J. Bonavito-Baduini, MA, SAC**

**Board Vice President**

**Sewell, NJ**

**Bridgeton School District**

**Substance Awareness Coordinator**

**Kenneth W. Blizzard Jr.**

**Treasurer**

**Vineland, NJ**

**School Counselor & Hopewell Twp. BOE**

**Margaret Ann Beninati**

**Millville, NJ**

**Cumberland County College, Adjunct Professor**

**Eric Berry**

**Willingboro, NJ**

**Twp. Manager/CEO, Willingboro Twp.**

**Jack Y. Fosbenner**

**Beasley's Point, NJ**

**Pastor, Trinity United Methodist Church,  
Youth Director, 1st United Methodist Church**

**Jessica Kanady, MA**

**Glassboro, NJ**

**Assistant Director of Alumni Engagement, Rowan University**

**Joseph M. Williams, MA, LCADC, CPSCEO,**

**The Southwest Council, Inc.**

**Ex-officio Member**

# THANK YOU

**The Southwest Council would like to acknowledge ProBono Partnership, [www.probonopartner.org](http://www.probonopartner.org), for it's ongoing legal assistance and also say a special THANK YOU to all of the agencies who work with us throughout our counties.**

**Our community partners are the driving force behind the Southwest Council so we are extremely grateful for all of their efforts to not only accomplish our agencies mission but to also make the community a better and safer place.**