

## 2010 CONTRIBUTORS

CORPORATE SUPPORTERS	INDIVIDUAL SUPPORTERS
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### Silver (\$1,000 & over)

- Robert Wood Johnson Foundation
- PNC Foundation
- United Way of Central Jersey

### Associate (\$100 & over)

- Bell Healthcare Enterprises
- DCCS-Customer
- Fraternal Order of Police Lodge 62
- Jannarone Consulting
- Johnson & Johnson

### Other

- Designer Like Handbags
- GoodSearch
- Imagine it Yours, LC
- MC Trends LLC
- Middlesex Co Public Health Dept
- Moments Jewelry
- Truist
- Chestnut Hill Farm Gourmet Foods
- United Way of Greater Union County
- Lia Sophia Jewelry
- Thirty One

- Glenn C. Baculis
- Dena Bogen
- Jane Brown
- Louis Blaustein
- Al Campbell
- Dellis Carey
- Kathleen T. Connelly
- Diane DeMeo
- Katherine Fallon
- Lizette Fallon
- Joseph Fatigato
- Teresa German
- Ezra Helfand
- Susan Hlubik
- William T. Hlubik
- Scott Hutton
- Karen Infanger
- Carol Johnson
- William Kane
- Karen Krenzel
- Richard M. Lawrence
- Steve Liga
- Robert M. Lockery
- Sasha Szot Miller
- Diane M. Moreno
- Jessenia Negron
- Marcia Notowitz
- Jacqueline A. Quatse
- Catherine Quigley
- Jorge Rodriguez
- Jeffrey & Regie Roth
- Nancy C. Sawyer
- Marianna Sypka
- Kathleen M. Stern
- Robert Zlotnick

## FINANCIAL INFORMATION SUPPORT AND REVENUE

GRANTS AND CONTRACTS	<b>\$1,102,620</b>
PROGRAM FEES	<b>107,507</b>
CONTRIBUTIONS*	
TEMPORARILY RESTRICTED	<b>157,475</b>
UNRESTRICTED	<b>17,511</b>
SPECIAL EVENTS	<b>1,280</b>
INTEREST AND OTHER INCOME	<b>880</b>
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$1,387,374</b>

*Though 80% of our revenue comes from grants and contracts, this line item represents diverse funding from the Federal government, multiple State departments, and two County offices.*

\* *Temporarily restricted* – contribution is received with a restriction as to what it is to be used for or when a period of time has elapsed. *Unrestricted* – contribution is received with no restrictions on how it is to be used

## EXPENSES

PROGRAM SERVICES	<b>\$1,178,869</b>
MANAGEMENT AND GENERAL	<b>255,430</b>
FUNDRAISING	<b>7,769</b>
<b>TOTAL EXPENSES</b>	<b>\$1,442,068</b>
CHANGES IN NET ASSETS	<b>(54,694)</b>
NET ASSETS, BEGINNING OF YEAR	<b>449,680</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$394,986</b>

*We are extremely proud to report that 82 cents of every dollar we spend goes to program services benefiting the Middlesex County community. The Better Business Bureau Wise Giving Alliance Standards for Charity Accountability recommends that charities spend at least 65% of their total expenses on program activities and spend no more than 35% of related contributions on fund raising.*

A member of the



NCADD of Middlesex County, Inc.  
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[www.ncadd-middlesex.org](http://www.ncadd-middlesex.org)

# 2010 Annual Report



**Providing Substance Abuse  
Prevention, Education,  
and Support for Personal  
Recovery!**



## ABOUT US

The National Council on Alcoholism and Drug Dependence (NCADD) of Middlesex County, Inc. is a not for profit public health agency whose mission is to improve the health and well-being of individuals, families and communities through the elimination or reduction of alcohol, tobacco, and other drug-related problems.

Services focus on prevention, education, advocacy, and support for personal recovery, and are based on rigorous evaluation and documented positive outcomes.

## 2010 HIGHLIGHTS

As we entered our 30th year in existence, NCADD continued efforts designed to maintain its position as the preeminent prevention agency in the county. We continued to provide a variety of services in several formats to meet the needs of a diverse audience. In addition to providing a wealth of information on our website, NCADD published several monthly electronic newsletters in addition to its quarterly printed *Prevention First!* and has developed educational programs for health care professionals, educators, parents, children, and others facing the challenges and effects of substance abuse every day.



NCADD's preventionists continue to help individuals and organizations. And we've done so with one primary purpose — dispense knowledge and provide tools necessary to reduce or eliminate problems associated with the use of alcohol, tobacco, and other drugs.

Our staff of professionals, interns and volunteers, guided by our Board of Trustees, continued to deliver hundreds of programs to thousands of individuals throughout the county.

Here are some highlights for 2010:

- **Referrals.** Our staff handled over 320 referral requests by phone or in person. Our website handled more than 1,300. This translates to more than four individuals or families receiving help each day.
- **Requests for information.** NCADD responded to over 1,500 requests for information, including over 750 in-person visits to our offices in East Brunswick.
- **Literature.** NCADD distributed over 29,600 pieces of literature and lent out over 240 videos.
- **Media.** NCADD appeared in regional radio and TV stations including NJ 101.5, WCTC-AM, and News12NJ as well as numerous newspapers. Our outreach efforts through various media outlets generated over 70 media

mentions of NCADD and over 760 column inches of exposure.

- NCADD's public awareness efforts resulted in media coverage valued at over \$22,770 and reached over 3.8 million individuals. During the same time frame, over 27,000 individuals visited NCADD's Website.
- **Student Services.** NCADD preventionists made 900 in-school presentations that reached over 20,700 students in the County.
- **Programs.** NCADD launched a unique program offering a series of online training courses geared towards teachers and other educators. This training provides participants with the vital information they need in order to maintain a healthy school environment. Presented in an eLearning format, NCADD's courses have received praise from both educators and administrators for their ease of use, flexibility, content, and cost savings for school districts. Agencies in five other New Jersey counties have become licensed resellers of our courses and are now offering them to their own school districts.

