

Minutes - Feb. 10, 2025

Meeting was held at the Asbury Park Library and was opened by Stacey with a Second by Lauren.

Prevent Child Abuse NJ: Pamela Stalcup, Director of Development and Communication, gave a presentation on the organization. She has been a member of the New Brunswick Kiwanis Club for the past 11 years.

She explained that the group visits hospitals to help new mothers learn about parenting and ways to relieve stress.

They also visit new parents in their homes, on a voluntary basis to assist with getting acclimated to having a new baby and offer suggestions about making the newborn experience easier.

They also work with local VNA's and groups that help homeless teenagers. Pamela said the group has had great success keeping new parents still in school to graduate with high school diplomas. She also said 80 percent go on to further education or vocational schools.

Some programs also provide daycare when moms go back to school or work.

She said ultimately the program ends up helping two generations, the parents and the children who benefit.

She ended giving us 3 ways to help the organization:

- 1) Plant a blue and silver Pinwheel garden, a symbol of the group, in town.
- 2) Asked that we wear blue and take a pic to post on our social media sites on April 4, Go Blue Day, to recognize National Child Abuse Prevention Month.
- 3) Ask the city council for a Mayoral Proclamation to be read at a council meeting.

Covenant House grant: Mike Ellithorpe will attend our March 10 meeting to present the \$5000 grant check. Deena and Shannon will attend the Mid Year Conference on March 8 where Deena will give a presentation about Covenant House and how successful it is.

Fourth Wave March 8: a musical fundraising event for women held at the House of Independents, in conjunction with 180 Turning Lives Around, a home for battered women. The group is asking for volunteers during the day from 12:30 p.m. to 6:30 p.m. Or buy a ticket to the event for \$20.

St. Patrick's Day Parade: March 9. Steve will be marching with the Little League but offered his Mini Cooper if anyone would like to drive. Please let Deena know if you plan on marching and giving out candy.

EHN presentation and brainstorming: Steve presented, presales brought in \$3130 with 125 books sold to 94 customers. This amount paid for the first printing as books are at the printer this week. He said last year's sales were more challenging than the first year sales. Members voiced ideas on how to market the book this year to up our sales. Shannon said she will send out a Google Sheet so members can insert their ideas in one spot for later discussion.

Steve also discussed past partnerships with AP Music Foundation and AP Book Cooperative.

Linda installed a button on our webpage for a link to the EHN book.

Suggestions for marketing included: a table at the wine tour; AP Fishing Market; members social media sites; Jersey Girl Instagram influencer reels and several others.

Close: motion by Jackie, seconded by Alex.