

NJ SHARES

2011 ANNUAL REPORT



OFFERING HOPE
DELIVERING HELP

NJ SHARES EXPANDED ITS MISSION IN 2011

NJ SHARES MISSION STATEMENT:

New Jersey SHARES, Inc. is a statewide non-profit corporation primarily providing assistance to individuals and families in need of help meeting their energy and utility burden.

Through assistance, advocacy, community outreach, education, information and referral, we connect low and moderate income households with available resources.

NJ SHARES CLIENT CHARACTERISTICS:

Most of NJ SHARES grant recipients were the financially at risk and hit by the recession.

- 54% had a child 18 or younger in the home.
- 18% had a household member over 60 years old.
- 83% had employment income.
- 15% reported receipt of unemployment compensation, compared to 12% in 2009 and about 5% in previous years.
- 10% reported unemployment as the primary reason for grant application, compared to 8% in 2009 and 2% to 6% in previous years.

NJ SHARES requires that customers make a good faith payment of \$100 or more toward their utility balance in the 90 days prior to grant receipt.

*Data is based on an annual program evaluation conducted by Applied Public Policy Research Institute for Study and Evaluation (APPRISE).



Simuel Brown confers with Service Provider Contact, Kimberly Pereira at Assemblyman Albert Coutinho's office in Newark. Simuel is also pictured on the front cover.

**OFFERING HOPE
DELIVERING HELP**

LETTER FROM THE PRESIDENT AND CHAIRMAN



Dear Friends:

New Jersey experienced one of the most challenging years in 2011 given the dire economic situation. New Jersey's struggling households have experienced the perfect storm of limited resources, increased needs and unexpected natural disasters, sending many into crisis. Since its inception in 1998, NJ SHARES has assisted more than 173,000 households with \$68 Million in energy assistance. These numbers reflect the ongoing need throughout our state. Unfortunately, in 2011, NJ SHARES had to turn away thousands of households due to limited funding. NJ SHARES joins with our energy assistance colleagues across the country in providing a critical safety net for households in crisis.

To more accurately reflect the partnerships, programs and assistance provided by NJ SHARES, the Board of Directors broadened the mission statement to include payment assistance, education, advocacy, outreach, information and referral. We continue our work to connect clients with available resources through our partnerships with the Department of Community Affairs (DCA), New Jersey American Water, United Water and Verizon NJ.

The DCA call center has responded to 229,040 LIHEAP (Low Income Home Energy Assistance Program) and USF (Universal Service Fund) inquiries. The client services call center aided 69,362 clients with their Verizon Communications Lifeline program benefits.

Our partnership with New Jersey American Water expanded to include conservation measures to the water bill payment assistance and discounted rates programs. Our work with United Water continues to aid our New Jersey neighbors and also households in eight additional states.

Our agency and legislative network offers 326 access sites around the state where clients can apply for our energy, telephone and water programs in addition to the support of the caseworkers who have the opportunity to assess the client's broad spectrum of needs and offer holistic solutions.

In addition to our continued partnerships that have strengthened our mission, many of our donors recognized the harsh climate that continues to loom over our struggling neighbors and responded to the growing need. We are humbled and grateful that our supporters have given more at a time when many have less.

Let's continue to work together to help keep our struggling neighbors warm, safe and out of poverty. Thank you again for your support.

Joyce E. Campbell
Chairman of NJ SHARES Board of Directors

James M. Jacob
President and CEO

“SINCE ITS INCEPTION IN 1998, NJ SHARES HAS ASSISTED MORE THAN 173,000 HOUSEHOLDS WITH \$68 MILLION IN ENERGY ASSISTANCE.”

— Joyce E. Campbell
James M. Jacob

OFFERING HOPE PAYMENT ASSISTANCE

The centralized grant processing team is dedicated to connecting resources to clients. The team reviews applications for accuracy and communicates with utility and energy providers to manage client connectivity and deliveries. The team processes applications for energy assistance in New Jersey and water assistance applications in nine states.

Our electronic application is a national model. Once an application is completed, clients receive information on programs that offer conservation tips, budget assistance, tax relief and many other services that can help to ease the household's burden.



Jill Pierce, Director of Administration reviews an application with Barbara Gomes. The processing team work intently behind them.

DELIVERING HELP COMMUNITY OUTREACH

NJ SHARES continues to build strong collaborations with other organizations to educate and advocate for households in crisis. Our network of 277 agency partners administer enrollment and application services through 326 sites, while providing other services and case management for struggling households.

To manage our community relationships and ensure quality in the application process, staff provided 450 trainings to the network this year. This method provides simple and coordinated access to services and is viewed as a best practice nationally.

Participating in 258 events this year provided NJ SHARES with the opportunity to build awareness and education while linking agencies and clients with vital programs. NJ SHARES made informational presentations throughout the state. Many of the forums were sponsored by our agency network, government officials, legislative partners, Board member affiliates, United Way organizations, Committees, Councils and Chambers on Emergency Management, Human Service, and Commerce. These partnerships provide many avenues of public education regarding NJ SHARES assistance programs.



Linda Ellis and Dena Shipley represent NJ SHARES at one of 258 outreach events this year.



Assemblyman Upendra Chivukula visits the NJ SHARES information table at the League of Municipalities. Pictured: Barbara Gomes, Assemblyman Chivukula, Linda Ellis and Dena Shipley.



NJ SHARES agency partners convene.

OFFERING HOPE EDUCATION

A FOCUS ON NEW JERSEY:

According to the Legal Services of New Jersey's Poverty Research Institute's Report, there are more people living in or on the edges of poverty in New Jersey than in the combined total populations of Boston, Baltimore, Cincinnati and Pittsburgh. For many hardworking New Jersey families, economic recovery is elusive, and they are finding themselves slipping into debt. With the increasing need and the limited resources available, it is more important now than ever for us to share resources and ideas to help our neighbors.

In response to the Poverty Benchmark report, NJ SHARES agency partners convened to understand the increasing need and offer collaborative responses for clients. The authors of the report presented striking facts about poverty.

In New Jersey:

- *It costs a household of three approximately \$55,000 annually to attain sustainability without any type of government assistance;*
- *The number of residents living in poverty is on the rise;*
- *Poverty among children and the elderly is increasing;*
- *Food Insecurity has reached the highest level since the USDA began record keeping.*

A NATIONAL FOCUS:

Through our work with the National Fuel Funds Network and the National Low Income Energy Consortium, we contribute to the National Energy and Utility Assistance Conference (NEUAC).

This year, we had a chance to make a difference with families and individuals in other states by sharing our experiences and best practices with colleagues from around the country. An estimated 600 people met in Fort Lauderdale, Florida for the single largest gathering to address the need for affordable home energy for people with low income.

Through 49 workshops, NEUAC showcased prominent energy topics such as availability, sustainability, advocacy, assistance, efficiency and education. NJ SHARES presented three workshops, the first shared innovative methods in fundraising and outreach. The second presentation focused on the vital role of arrearage management and discount programs in maintaining the low income households' energy security.

The third session explored linkages between programs and coordinated efforts and databases to increase benefits for clients. The presentation highlighted the labor of our partner, AARP NJ, and the innovative process which ensured needy New Jersey seniors received streamlined access to programs for medications, food and energy assistance. The process linked 22,871 households, who qualified for pharmaceutical assistance such as PAAD or Medicare Part D LIS, to \$6,335,267 in Low Income Home Energy Assistance Program benefits.

DELIVERING HELP ADVOCACY

Heating homes with unsafe devices could result in avoidable tragedies. NJ SHARES advocates for an energy safety net for vulnerable households.

According to the National Energy Assistance Director's Association, nearly one third of families receiving the Federal Low Income Home Energy Assistance Program (LIHEAP) reported they went without food as a result of high energy costs. Over 40 percent of households sacrificed medical care and 25 percent reported someone in the household became sick because the home was too cold. The reduction in federal funding has compounded the difficulty our neighbors face with their energy bills.

In New Jersey, households who did not receive a LIHEAP benefit during the heating season can apply for a NJ SHARES grant. NJ SHARES continues to support the National Fuel Funds Network's advocacy of full funding for LIHEAP and has sought the New Jersey congressional delegation's support for this vital program.

DELIVERING HELP INFORMATION AND REFERRAL



*OUR STAFF SERVES AS A
COMPASSIONATE AND VALUABLE
TOUCH POINT FOR CLIENTS IN
NEED OF INFORMATION ON
MANY PROGRAMS.*



*"MY SINCEREST THANK YOU FOR
HELPING ME TO GET AN OIL DELIVERY
DURING THE HARD WINTER DAYS."*

— R.C., Jersey City

A FOCUS ON NEW JERSEY:

The two call centers that NJ SHARES operates assisted nearly 300,000 households this year. Our staff serves as a compassionate and valuable touch point for clients in need of information on many programs.

Our Client Service Call Center provides enrollment service for Verizon's Communication Lifeline and Link-Up America Program. This program makes telephone service affordable for thousands. Our Department of Community Affairs Call Center staff responds to a wide range of consumer questions regarding the Low Income Home Energy Assistance Program, the Universal Service Fund and other energy assistance available throughout the state.

A NATIONAL FOCUS:

NJ SHARES' Client Services Call Center was featured as a national model in connecting clients with social service programs at the National Call Center Week Summit in Orlando, FL. The presentation focused on customer service excellence.

“PLEASE KNOW THAT YOU ARE ALL DOING A GREAT JOB AND ARE APPRECIATED, MAY GOD PROTECT YOU AND THE HOUSEHOLDS YOU PROVIDE FOR.”

— X.W., Teaneck



OFFERING HOPE

Newark resident, Simuel Brown, Jr. works in maintenance at a popular food distribution chain in northern NJ, where he received recognition as a model employee. Though Mr. Brown is employed, like many of our NJ neighbors, his income is not enough to cover the basics yet over the amount to receive Federal or State aid.

"MY ENERGY COSTS ARE HIGH AND I WASN'T SURE HOW I WAS GOING TO MAKE THE PAYMENT. I KNEW FOR SURE I WOULD HAVE TO SACRIFICE FOOD TO KEEP THE LIGHTS ON. THEN ONE OF MY NEIGHBORS TOLD ME ABOUT THE HELP THAT SHE RECEIVED THROUGH THE NJ SHARES PROGRAM. I WAS HAPPY TO FIND OUT THERE WAS HELP FOR ME AND I APPRECIATE THE QUALITY SERVICE I RECEIVED FROM MY ASSEMBLYMAN'S OFFICE STAFF IN CONNECTING ME TO THIS HELP."



DELIVERING HELP



As part of a multi-year effort, Elizabethtown Gas presented NJ SHARES with an additional \$20,000 contribution from the AGL Foundation. The AGL Foundation is the philanthropic arm of Elizabethtown Gas's parent company, AGL Resources.

Barbara Gomes gratefully accepts the contribution presented by Timothy Williams of Elizabethtown Gas.

"THANK YOU FOR YOUR KINDNESS AND HELP WITH MY HEATING BILL. YOUR ASSISTANCE WILL NOT BE FORGOTTEN."

— L.W.

2011 FINANCIAL INFORMATION I

UNRESTRICTED NET ASSETS, REVENUES, GAINS AND OTHER SUPPORT:

Individual Contributions	\$ 215,276
Corporate Contributions	\$ 641,973
State Funds	\$ 2,536,276
Interest/Fundraising/Projects	\$ 2,272,360
TOTAL	\$ 5,665,885

EXPENSES

Program Services	\$ 4,573,340
Support Services:	
Management and General	\$ 135,000
Fundraising	\$ 96,239
TOTAL	\$ 4,804,579

**Subject to verification by annual independent audit.*

100 percent of contributions from individual donors go toward energy assistance and many donations are eligible to be matched dollar for dollar by the individual's utility company.

NJ SHARES only uses 4.8% of its budget on administrative costs.

OUR BOARD

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James Dieterle
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South Jersey Gas

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NJ SHARES EXECUTIVE STAFF

James M. Jacob
*President and Chief
Executive Officer*

Barbara M. Gomes
*Director, Outreach and
Communication*

Cheryl B. Stowell
*Director, Government
Affairs*



The NJ SHARES Executive Committee pictured left to right: James Dieterle, Joyce E. Campbell, Michael R. Swayze, Jacob Toporek, James M. Jacob and Joan Sweeney.



NJ SHARES Executive Staff pictured left to right: James M. Jacob, Cheryl B. Stowell and Barbara M. Gomes.

BOARD MEMBERS

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The NJ SHARES Board of Directors: Seated: Linda Feger, Mayor Janice Mironov, Joyce E. Campbell, Alita Corbit and Joan Sweeney. **Standing:** Jacqueline Berger, James Dieterle, Jacob Toporek, Michael Vogel, Virginia Evans, Greg Seitz, Michael Swayze, Barbara Shissias, Claire Bartolomeo, Sheldon Presser and Pamela S. Goldstein.

AGENCIES

The NJ SHARES' network of 277 community partners, operate 326 service access locations. Eleven agencies meet with clients in eight other states. New to join the network this year are eleven agencies that operate 22 service access locations.

A Partnership for a Better Tomorrow	Catholic Charities – Archdiocese of Newark – Essex Parish Access Center	G.I. Go Fund	Kimball Medical Center	Paulsboro Community Development Center
Abundant Life Fellowship Church	Catholic Charities – Archdiocese of Newark – Union Parish Access Center	Gateway Community Action Partnership	Lakewood Resource and Referral Center	People for People Foundation of Gloucester County
Affordable Housing Alliance	Catholic Charities – Diocese of Metuchen	Gloucester County Office of Educational & Disability Services	Lawrence Community Center – HomeFront	People Help of Sussex County
Atlantic Care Behavioral Health Hammonton Family Community Center	Catholic Charities – Diocese of Trenton	God’s Promise Community Development Center	Lawrence Township Senior Center – Cedarville	Plainfield Family Success Center
Bayonne Economic Opportunity Foundation	Catholic Family and Community Services	Grace Community Family Life Center	Linden Family Success Center	PRAB, Inc.
Bergen County Community Action Program, Inc.	Center for Food Action	Hamilton Township Senior Services	Long Branch Concordance	Prison Mother’s Prayer Ministries
Bethel Development Corporation	Center for Independent Living of South Jersey	Healing and Helping Women in Our Communities with Health Awareness	McLaughlin Pentecostal Faith Church	Proceed, Inc.
Beyond Today	Check-Mate, Inc.	Heightened Independence and Progress	Mercer County Hispanic Association	Project Self-Sufficiency
Bloomfield Department of Health and Human Services	Christian Caring Center, Inc.	Hispanic Affairs and Resource Center	Millhill Child and Family Development Corporation	Promise Ministry
Borough of Lincoln Park – Mayor’s Office	City of East Orange Division of Senior Services	Hispanic Family Center of Southern New Jersey	Mizpah Inland Human Services, Inc.	Providence House of Catholic Charities
Borough of Neptune City and West Long Branch	City of Jersey City Department of Health and Human Services	Hispanic Information Center of Passaic, Inc.	MOCEANS – Center for Independent Living	Puerto Rican Action Committee
Boys & Girls Club – Union County	Clinton Hill Community Resource Center	Homefirst Family Success Center	Monmouth Cares	Puerto Rican Association for Human Development, Inc.
Boys & Girls Club – Union Township	Collaborative Support Programs of New Jersey, Inc.	HomeFront	Morris County Division of Social Services	Puertorriquenos Asociados for Community Organization, Inc. (PACO)
Boys & Girls Club – Vineland Township	Comite Union Para Salvadoreños (CEUS)	Homes Now, Inc.	Morris County Organization for Hispanic Affairs	R.I.S.E. (Reaching, Instructing, Strengthening, & Empowering) Community Development
Boys & Girls Club – Garfield	Community Action Partnership – UW Cares – Idaho	HOPES CAP, Inc.	Morristown Neighborhood House	Rahway Community Action Organization
Boys and Girls Club – Atlantic City	Congregation Ahawas Achim B’nai Jacob	Hunterdon Helpline	Morristown Senior Center	Red Bank Resource Network Mental Health Association
Brick Senior Outreach Services	Covenant Life Ministries Church	Interfaith Neighbors, Inc.	Mount Olive Baptist Church	Resources for Independent Living, Inc.
Bromley Neighborhood Civic Center	Dawn Center for Independent Living	Ironbound Community Corporation	Multi Educational Tutoring Services (METS)	Rock Community Center of Newark, Inc.
Burlington County Community Action Program, Inc.	DASI	Jefferson Park Family Success Center	Nanticoke Lenni – Lenape Indians	Roselle Family Success Center
Camden City Independent Living Center	East Orange Housing Authority	Jersey Care Home Health	National Multiple Sclerosis Society	Saint Francis Community Center
Camden County Council on Economic Opportunity, Inc.	El Centro de Recursos Catholic Charities	Jersey City Mayor’s Action Bureau	New Community Corporation	Saint Vincent DePaul Society
Cape Human Resources, Inc.	Essex County Division of Community Action	Jewish Family Services – Metro West	New Milford Social Services – UW Cares – Connecticut	Save Latin America, Inc.
Cape May County Office of Disability Services	Ewing Neighborhood Center	Jewish Family Services of Somerset, Hunterdon, and Warren Counties	Newark Emergency Services for Families, Inc.	Shore Memorial Hospital Cancer Center
CASA PRAC, Inc. (Puerto Rican Action Council)	Family Service Association	Jewish Family Services – Passaic	Newark Now, Inc.	Sisters Helping Each Other
Cathedral Community Development Corporation	Family Support Organization	Jewish Family Services – Union	Newark PreSchool Council	Social Service Association of Ridgewood
Catholic Charities – Diocese of Camden	First Hopewell Multi Purpose Community Center	Jewish Renaissance Foundation	North Hudson Community Action Corporation	Solutions to End Poverty Soon (STEPS)
Catholic Charities, Inc. – UW Cares – Delaware	First Pentecostal Church	Jewish Renaissance Medical Center	North Stelton African Methodist Episcopal Church	Somerset Community Action Program, Inc.
	First United Methodist Church		North Ward Family Success Center	Somerset County Community Development
	Freehold Area Open Door, Inc.		Ocean Community Economic Action Now, Inc.	South County Community Action – UW Cares – Rhode Island
			Orange Health Department	South Jersey AIDS Alliance
			Orange Housing Department	South Jersey Cancer Fund
			Paterson Task Force for Community Action, Inc.	

Southeast Senior Center for Independent Living	The Salvation Army – Kearny	Total Living Center, Inc.	United Way of Salem County
Spanish American Cultural Association – Hispanic Social Service Center (SASCA)	The Salvation Army – Montclair Citadel	Town of Harrison – Senior Center	Urban League of Bergen County
Spanish Community Center	The Salvation Army – Morristown	Township of Brick – Administrative Office	Urban League of Hudson County
Suits for Success	The Salvation Army – New Brunswick	Township of Nutley	Urban League of Morris County
Team Resurrection, Inc.	The Salvation Army – Newark	Township of Woodbridge Office on Aging	Urban League of Union County
The Salvation Army – Atlantic city	The Salvation Army – Pine Bluff – UW Cares – Arkansas	Tri County Independent Living Center	Vineland First Church of the Nazarene
The Salvation Army – Berwick – UW Cares – Pennsylvania	The Salvation Army – Salem	Tri-City Peoples Corporation	Vineland Township Customer Service Office
The Salvation Army – Bridgeton	The Salvation Army – Spring Valley – UW Cares – New York	Ujima Ministries	Visiting Homemaker Services
The Salvation Army – Hackensack	The Salvation Army – Vineland	United Methodist Church of Mantua	Wayne Welfare Department
The Salvation Army – Harrisburg – UW Cares – Pennsylvania	The Salvation Army – Wilkes Barre – UW Cares – Pennsylvania	United Passaic Organization	West Milford Township Older Adult Services
The Salvation Army – Jersey City		United Progress, Inc.	Westchester Community Opportunity Program – UW Cares – Tuckahoe, New York
		United Way 211 – UW Cares – New York	
		United Way of Greater Union County	
		United Way of North Essex	

NEW JERSEY ASSEMBLY

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New Jersey SHARES, Inc.

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Energy Assistance Hotline

1-866-NJ SHARES (1-866-657-4273)

NJ SHARES is a 501(c)(3) nonprofit organization.

Tax deductible donations to NJ SHARES may be made online at:

<https://secure.njshares.org/howYouCanHelp/donationsNew.asp>



“THANK YOU FOR YOUR KINDNESS DURING
THESE DIFFICULT TIMES. ORGANIZATIONS LIKE
YOURS MAKE THE WORLD A BETTER PLACE.”

— C.A., Lanoka Harbor

“I CAN'T THANK YOU ENOUGH FOR
HELPING MY FAMILY WITH OUR WATER BILL.
WE HOPE TO BE BACK ON TRACK SOON.”

— S.D.

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- MGT Design
- Jon Roemer Photography, L.L.C.