

ANNUAL REPORT

2024

**PRAHD,
INC.**

PRAHD.ORG
(732) 442-1081



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LETTER FROM THE CEO



KIM V.
RUIZ, ESQ.
CEO

Dear Friends and Supporters,

As we reflect on 2024, I am filled with gratitude and pride for what we accomplished together. PRAHD may be small, but we are mighty, and this year proved that once again. We served nearly 16,000 individuals, delivering programs and services that strengthen families and empower communities. From distributing tens of thousands of pounds of food to feed nearly 4,000 individuals, to providing hundreds of book bags and school supplies, we worked tirelessly to meet the needs of our neighbors. Our Citizenship Education Program helped legal permanent residents become U.S. citizens at almost no cost. This milestone is especially meaningful as it aligns with our mission to empower the individual to reach their highest potential. We also supported over 2,000 seniors with essential services such as transportation, mental health support, housing assistance, and more, ensuring dignity and independence for older adults. One of our proudest moments was the success of Entre Mujeres, our after-school program for teen girls. This initiative not only empowered young women locally but also captured national attention, with NBC and Telemundo highlighting it as a model of innovation and leadership. None of these achievements would have been possible without you—our partners, donors, volunteers, and staff. Your commitment fuels our mission and allows us to dream bigger for the communities we serve. As we look ahead, we remain steadfast in our vision to create opportunities, foster equity, and build a future where every individual can thrive. Thank you for standing with us.

BOARD MEMBERS



Position	Name / Employer
Chair	Robert Durso <i>ReMax Select</i>
Vice-Chair	Ana Maria Zevallos <i>Skrocki Funeral</i>
Secretary	Jose Laureano <i>Executive Dean for Students & Enrollment Services for Middlesex County College</i>
Treasurer	Nestor Sabogal <i>Tropical Cheese Industries</i>
Member	Makeda Marshall <i>NeSmith Enterprise Advisors</i>

Member	Michael Miranda <i>PNC Bank</i>
Member	Mary Ann Beltz <i>Peapack Gladstone Bank</i>
Member	Maida Chinosi, Esq. <i>Hinshaw & Culbertson LLP</i>
Member	Leonardo Ramos <i>Provident Bank</i>
Member	Yadira Simmons <i>The Housing Partnership Network</i>
Member Emeritus	Mathias E. Rodriguez <i>Sup. Court Judge, Ret.</i>

MEET THE PRAHD TEAM





WHO WE ARE:

Our History

Founded in 1974 in Perth Amboy, New Jersey, the Puerto Rican Association for Human Development, Inc. (PRAHD) began when a group of community leaders came together to create opportunities for disadvantaged youth. What started as a small, state-funded anti-delinquency initiative quickly evolved into a comprehensive human services organization dedicated to empowering individuals and strengthening families.

Our Programs and Services

PRAHD offers a wide range of culturally responsive programs focused on education, empowerment, and community well-being. Signature initiatives include: Mi Escuelita Preschool, Entre Mujeres, Pioneras en STEM, Latinos in Tech (LIT), Bomba Academy, REFIL, REFIL Home Health Aide Training Academy, Senior Services Center, Housing Services Center, Multi-Services Center, Food Pantry, Camp by the Bay, Kids Club, and Citizenship Education.

Our People and Impact

PRAHD's success is driven by a passionate team of staff and volunteers who embody the organization's values of service, equity, and empowerment. Together, they continue to advance PRAHD's vision of thriving, inclusive communities where every individual has the opportunity to reach their full potential.

Who We Are Today

More than fifty years later, PRAHD has grown into a thriving 501(c)(3) nonprofit organization serving thousands of residents across Middlesex County. Guided by its mission to promote self-sufficiency, growth, and success for all people, PRAHD provides programs that support individuals and families at every stage of life.



VISION & MISSION

MISSION

- PRAHD is dedicated to developing human potential and promoting self-sufficiency through programs designed to improve the social, economic, health and educational status of the community in a culturally sensitive environment.

VISION

- Complimentary to PRAHD's mission, the organizational vision is to empower the individual to reach their highest potential and to participate meaningfully in their community. PRAHD is an active community provider and steward that constantly campaigns for the rights, dignity and betterment of impoverished individuals and communities.



MI ESCUELITA PRESCHOOL

Mi Escuelita is a nurturing bilingual preschool program that supports early childhood development through play-based learning, cultural enrichment, and language immersion. Designed for children ages 3 to 5, Mi Escuelita fosters cognitive, social, emotional, and motor skills in a safe and engaging environment, preparing students for a smooth transition into kindergarten.

ATTENDANCE AND GOALS

- * Mi Escuelita served a total of 87 preschool-aged children.
- * Remarkably, 92% of the students met their targeted developmental and learning goals, reflecting the dedication of the educators and the effectiveness of the curriculum..

87

Children attended



92%

Met their targeted goals



YOUTH & EDUCATION

KIDS CLUB

Kids Club offers a safe and enriching environment for children aged 5 to 13 before and after school. Through a variety of fun, educational activities including arts and crafts, sports, and STEM exploration, kids build new skills, make friends, and stay active.

101

Kids attended the club

CAMP BY THE BAY

Camp by the Bay is PRAHD's vibrant summer camp for children ages 3-13, offering a mix of learning and fun through activities like STEM, art, music, sports, and outdoor play. Just steps from the waterfront in Perth Amboy, the camp provides a safe and enriching environment where kids can explore, create, and make lasting memories.

103

Kids attended the camp



STEM IN ACTION

LATINOS IN TECH

Latinos in Tech is a STEM and leadership program designed for Middlesex County students in grades 8-12. The program combines hands-on computer science learning with leadership development to prepare young people for success in college and future careers.

19

Students participated

PIONERAS EN STEM

Pioneras en STEM goes beyond teaching STEM skills by encouraging critical thinking about personal strengths and career possibilities. Through stories of successful women in STEM, participants gain inspiration and practical guidance to overcome challenges and build confidence for future opportunities.

19

Students participated



ENTRE MUJERES

Entre Mujeres is a free, bi-weekly after-school program that empowers female high school students through leadership workshops, mentorship, cultural pride, and hands-on experiences, helping them grow into confident, future leaders.

41

Students participated

2

Scholarships awarded

In 2024, Entre Mujeres launched a new tradition honoring graduating seniors with symbolic pink cords and college readiness gifts, celebrating their growth as future Latina leaders. That spring, the program gained media attention when PRAHD's CEO, Kim V. Ruiz, met NBC's Gilma Avalos at a Hispanic Federation event. Moved by Entre Mujeres' impact, NBC 4 New York and Telemundo featured the program, capturing interviews during the senior recognition event. The celebration included gifts from Maybelline, thanks to local influencer Gesselle Valera, and fun activities with a visiting team from Nike. The event marked a powerful moment of recognition, community, and empowerment.





BOMBA ACADEMY

PRAHD's Bomba Academy teaches the rich cultural tradition of Puerto Rican Bomba through energetic music and dance classes. Open to all ages and skill levels, the program fosters cultural pride, creativity, and community connection.

NUMBER OF PARTICIPANTS AND PERFORMANCES

* In 2024, Bomba Academy welcomed a total of 16 dedicated participants who took part in the program.

* In 2024, Bomba Academy held 3 dynamic performances that showcased the talent, passion, and cultural pride of its participants.

16

Participants



3

Performances



MULTI-SERVICE CENTER

RENTAL ASSISTANCE

PRAHD's Rental Assistance Program provides vital housing support to individuals and families experiencing financial hardship. Through partnerships with the City of Perth Amboy and Middlesex County, the program helps residents avoid eviction and catch up on overdue rent.

82

Received rental assistance



FOOD PANTRY

PRAHD's Food Pantry offers monthly grocery distributions to individuals and families facing food insecurity. Open every third Tuesday from 10 AM to 1 PM, the program ensures that eligible community members have access to essential food items and support in times of need.

4,509

People were served



MULTI-SERVICE CENTER

CITIZENSHIP EDUCATION

PRAHD's Citizenship Education program supports individuals on their path to becoming U.S. citizens. This 15-week course combines civics education with English language instruction, helping participants prepare for both the naturalization exam and the oral interview with confidence.

33

Completed the 15-week course

14

Obtained U.S. citizenship

Total number of people
served by the Multi-
Service Center

10,000





RESOURCES FOR INDEPENDENT LIVING (REFIL) PROGRAM & HOME HEALTH AIDE TRAINING ACADEMY

REFIL provides essential in-home care services that support seniors and individuals with disabilities in maintaining their independence and quality of life. The program also includes a Home Health Aide Training Academy, equipping individuals with the skills needed to enter the caregiving workforce.

HOURS OF SERVICE AND NUMBER OF GRADUATES

* In 2024, the REFIL program provided critical in-home support services to 40 individuals, totaling an impressive 49,726 hours of care.

* The REFIL Academy also celebrated the graduation of 67 individuals from its Home Health Aide Training program.

49,726

Hours of care



67

Academy graduates





HOUSING SERVICES CENTER

The Housing Services Center offers one-on-one counseling and support to first-time homebuyers, and individuals and families facing housing instability. Services include first-time homebuyer workshops, financial literacy workshops, foreclosure prevention, rental assistance, credit and budget counseling, and housing education. All services focus on helping clients secure and maintain safe, stable housing.

ERMA ASSISTANCE AND ONE-ON-ONE COUNSELING

* In 2024, the program successfully assisted 42 households through the Emergency Rescue Mortgage Assistance (ERMA) program.

* Additionally, a total of 19 individuals received one-on-one housing counseling, including support with budgeting, credit, and foreclosure prevention.

42

Received ERMA assistance



19

Individuals received one-on-one counseling



5

First Time Home Buyer Workshop

65

Participants





SENIOR SERVICES CENTER

The Senior Services Center supports older adults with a range of essential services that promote independence, well-being, and community connection. Through offerings such as transportation, mental health support, and recreational activities like Club de Oro, the program helps seniors stay active, engaged, and supported as they age.

NUMBER SERVED AND SERVICES PROVIDED

- * In 2024, the Senior Services Center proudly served 2,050 unduplicated clients through a wide array of services designed to support aging with dignity.
- * Services offered included information and assistance, transportation, social visiting, language translation, housing help, mental health support, housekeeping, recreation and socialization, physical fitness, education, and much more!

2,050

Unduplicated
clients served



PRAHD IMPACT STORIES



ELIZABETH

Housing Program

It helped me significantly. We wanted to buy a house but had no knowledge at all about what it meant to buy a home in the United States. We have been living here for 9 years, and thanks to what I learned by attending PRAHD's First-Time Homebuyers Workshop, I was even able to help my husband understand many things such as taxes, more effective programs, and credit. I started from zero, and I can truly say that PRAHD helped me 100%. And just a week ago, I officially closed on our new home!

**CARMEN
GOMEZ**

Senior Services Center | Club de Oro

Carmen Gomez came to Club de Oro during a difficult time in her life, struggling with depression and often crying alone at home. Since joining the Club, everything changed. She made friends, participated with enthusiasm, and always had a smile on her face. Now, she's known as the one who dances the most and brings energy to every event. Even when her daughter tells her to stay home, she insists on going. To Carmen, Club de Oro is more than a program; it's her second home. She says it turned her life around and made her the happiest she has ever been.

FINANCIAL TRANSPARENCY

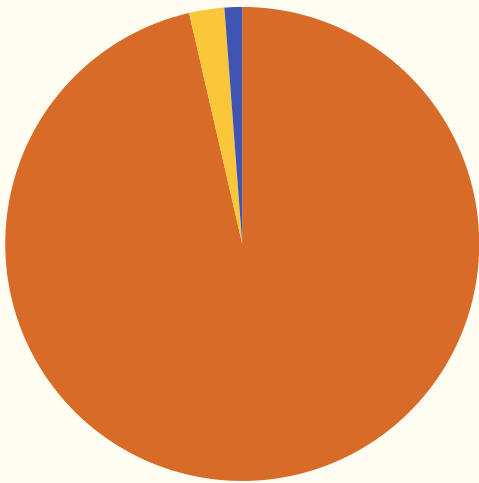
- **Total Revenue:** \$5,160,688
- **Total Expenses:** \$5,006,895
- **Change in Net Assets:** \$153,793

Revenue
50.8%



Expenses
49.2%

Management and General
2.4%



Program and services
96.4%

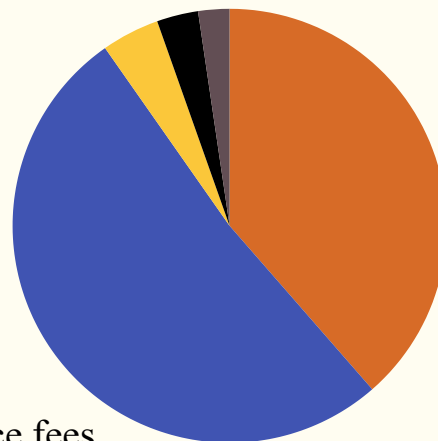
Expense Allocation

- **96.4%** spent on Program Services
- **2.4%** on Management and General
- **1.2%** on Fundraising

Major Funding Sources

- **Grants and Contracts:** \$1,991,089
- **Program Service Fees:** \$2,667,589
- **Contributions:** \$222,596
- **Special Events:** \$159,319
- **Rental and Other Income:** \$120,095

Contributions
4.3%



Grants and Contracts
38.6%

Program service fees
51.7%

CONTACT INFORMATION



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