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The names above have been carefully reviewed; however, if your name has been inadvertently misspelled, omitted or otherwise listed incorrectly, please accept our apologies and let us know.

funders

We would like to thank the following for their support:

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- U.S. Department of Health & Human Services
- New Jersey Department of Education
- New Jersey Department of Health & Senior Services
- New Jersey Department of Human Services/Governor's Council on the Prevention of Mental Retardation and Developmental Disabilities
- New Jersey Department of Human Services/School-Based Youth Services

financial comparison

Statement of Income and Expenses for the year ending June 30, 2006, with comparative totals for fiscal year 2005.

income	fy06	fy05
Foundations, Corporations, and Other Organizations	\$803,000	\$750,000
Government	\$334,191	\$123,285
Individual Donors	\$143,334	\$95,975
Earned Income	\$127,681	\$89,138
TOTAL	\$1,408,206	\$1,058,398
expenses		
Personnel	\$656,739	\$516,482
Teen-To-Teen Project	\$356,461	\$304,031
Training	\$146,136	\$145,472
Administration*	\$165,709	\$51,936
Development	\$46,212	\$39,850
TOTAL	\$1,371,257	\$1,057,771

* Administration expenses reflect one-time costs for the branding initiative, organizational Web site design and development and moving expenses.

This is not an audited financial statement. Answer is a component of the Rutgers University Graduate School of Applied and Professional Psychology. It shares the Rutgers University Foundation's 501(c)(3) status and its expenditures are monitored by the Rutgers' Division of Grants and Contracts Accounting.



and created content. This switch, which is being facilitated by a modest subscription fee, allows us to offer a print publication that is attractive to a teen audience while providing more content and depth.

"My students, teachers and I love the new format. Thanks!"

— Health educator, NJ

In addition to helping create the magazine, our teen staff and contributors developed and wrote over 100 stories, as well as provided artwork, for the:

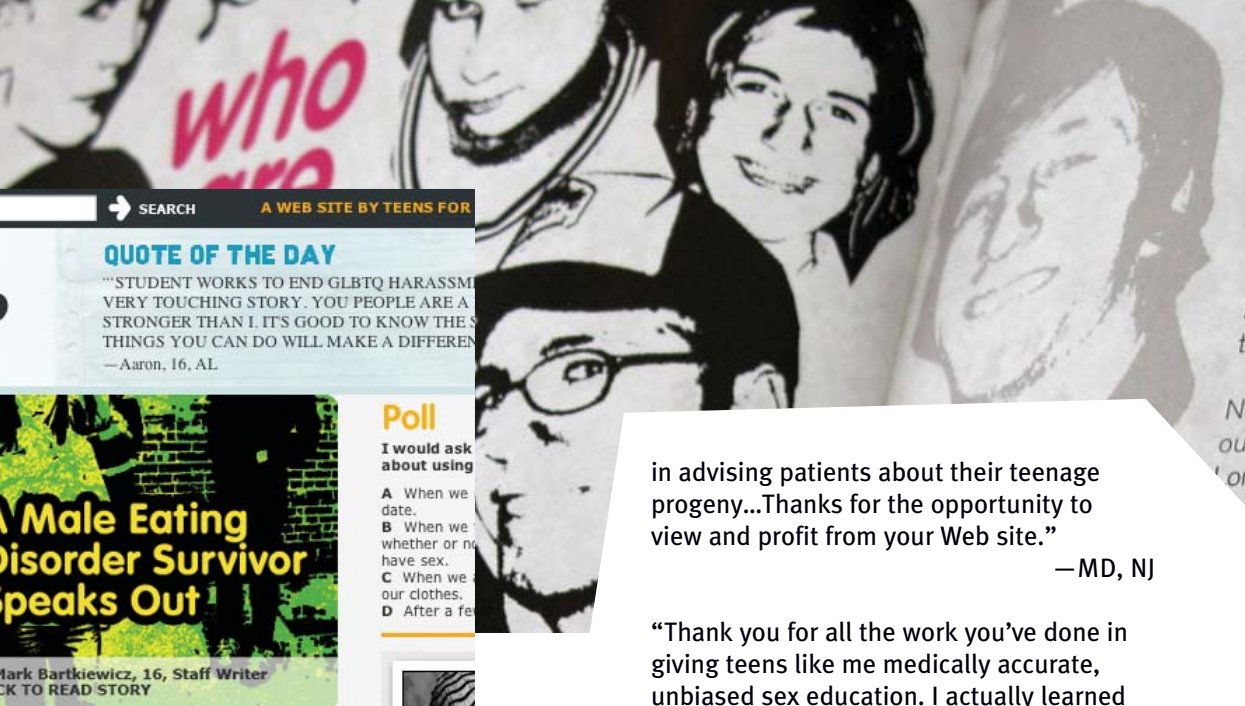
- Fall 2005 and Winter 2006 *Sex, Etc.* newsletter
- Inaugural issue of the *Sex, Etc.* magazine (debuted May 9, 2006)
- *Sex, Etc.* Web site, Sexetc.org
- Monthly column for the MTV/Kaiser Family Foundation prosocial campaign, *think: Sexual Health*, on MTV.com (a four-year collaboration)

It was a busy year for Sexetc.org as well. Even as we were preparing a wholly redesigned site, which debuted over the summer, we were also adding new features and content to it. These included monitored forums and chats, blogs, quizzes and videos, so that our site would have the level of functionality—and interactivity—that teens have come to expect on the Internet.

Our *Sex, Etc.* project rests on a basic truth: Teens listen to other teens. To help young people gain the information and skills they need to make healthy choices, we use teens' own voices and perspectives—most particularly those of our teen editorial staff and national contributors—through:

- *Sex, Etc.* in print
- Online at Sexetc.org
- Partnerships with other national youth media and organizations

We depended heavily on the creativity of our teen staff this past year as we transformed the eight-page *Sex, Etc.* newsletter to a sixteen-page, full-color magazine. They brainstormed ideas on the look and tone of the new format, constructed dummy books for the design firm and developed



As we made these changes, we also added a new focus on advocacy. While we retain an advocacy section on Sexetc.org, we are also weaving teachable advocacy “moments” throughout the site, in order to educate visitors about—and move them toward—the issues underlying comprehensive sex ed.

Traffic on Sexetc.org continued to rise at an impressive rate—we averaged 60,000 unique visitors daily in January 2006. February through April, we had an unprecedented “jump,” reaching 200,000 unique visitors a day at one point, before returning to January levels in May.



Sex, Etc. 2005-2006 teen staff

And teens—and adults—continued to let us know how appreciative they are:

“I have to commend this site for talking about all things that teens are afraid to ask.”
—15-year-old girl, NY

“As a practicing psychiatrist I find the information on your Web site very helpful

in advising patients about their teenage progeny...Thanks for the opportunity to view and profit from your Web site.”
—MD, NJ

“Thank you for all the work you’ve done in giving teens like me medically accurate, unbiased sex education. I actually learned even more about safe sex when I discovered your Web site, and I thought I knew most everything about it!”
—15-year-old girl, ID

“It’s great to be so open. You guys are great and know how to make the teen years much easier!”
—13-year-old boy, AL

Our reach was also extended through our continuing partnerships with *Seventeen* magazine and the MTV/Kaiser *think: Sexual Health* campaign as well as a new collaboration with Advocates for Youth on a condom awareness campaign.

We were most gratified to receive national press attention and two awards over the past year for our work:

- The October 17, 2005, cover story for *U.S. News & World Report*—“Just Don’t Do It!” by Katy Kelly—included quotes and photos of our *Sex, Etc.* teen editors.
- Sexetc.org was awarded the 2005 International Health & Medical Media Award (also known as a FREDDIE Award) in the competition’s Adolescent Health category. Teen editor Christina Coleman and Stacie Steinbock, Sexetc.org online content manager, accepted the FREDDIE at a black-tie reception in New York City in November.
- *Sex, Etc.* editor Max Mintz also accepted the “Young Advocate” award on behalf of the organization at the March 2006 New York premiere of the sex-ed documentary *The Education of Shelby Knox*.

25 years

Dear Friends,

There have been many changes since the New Jersey Network for Family Life Education was founded 25 years ago. We have seen HIV diagnosed; the personal computer become a common fixture; the advent of MTV and the Internet; the first gay kiss on television and other events that shaped and reflected our culture. Perhaps a most notable difference is the “media experience” for teens today—as iPods, text messaging and MySpace dramatically alter the way they receive information and connect with one another and the world.

Amidst these revolutionary changes, two things remain the same:

- Teens still have questions about sex—from their changing bodies during puberty to love and relationships—and the stakes are still high. Every day, 11,000 teens are infected with a sexually transmitted disease, some 2,200 get pregnant and about 55 get HIV.
- Our commitment to young people and the adults who care for them is stronger than ever.

To fulfill that commitment, we too have made a number of changes this past year, beginning with a new name. “Answer” fully reflects our dedication to providing sexuality education, and our tagline, “Sex Ed, Honestly,” tells the world how we do it: openly and accurately.

Our *Sex, Etc.* teen project has a fresh, new teen-friendly look, with a magazine and a wholly redesigned Sexetc.org Web site. In addition to honest answers to questions on the site, teens find a renewed focus on advocacy, woven throughout Sexetc.org.

Over the last year, our training efforts have continued to flourish, gaining more and more recognition in New Jersey and nationally. A highlight was our partnership with organizations in Cleveland, OH, to deliver comprehensive sexuality education to youths citywide.

And finally, on the last day of a very busy fiscal year, my husband and I welcomed our first child, a daughter. Looking back on the changes the past 25 years have brought, I wonder what the next 25 will bring for her. I know she will have questions and need answers. Just like every other child.

We will continue to provide answers for young people everywhere, today and in the future, because of you—our supporters, our friends, our colleagues. Thank you.



C. Danene Sorace
Director

25 years of sex & sex education

Susan N. Wilson—whose vision and efforts as executive coordinator (1984-2005) for the Network shaped that organization and helped millions of young people—was asked during her tenure on the New Jersey State Board of Education (1977-1982) what she thought was a simple question. But it was one she says changed her life: “At what age should children start learning about how their bodies work?”

From that query, she was asked to spearhead a committee on sex education, which evolved into a statewide mandate requiring all public schools to provide a K-12 family life curriculum.

From the beginning, Susie has remained steadfast in her commitment—despite the controversy—that young people everywhere need honest, accurate information. That one question may have changed her life; her dedication ever since changed the lives of young people everywhere.

1980: Brooke Shields' Calvin Klein Ads: “Nothing comes between me and my Calvins”



1980

1981

1982

1984

In February 1981, the New Jersey Network for Family Life Education was formed at the School of Social Work at Rutgers University, with Roberta Knowlton named executive coordinator. In the early days, Network activities were focused on training teachers, helping districts plan programs, soothing fears of concerned parents and making sure the mandate remained in place.

Opponents to family life education turned to the courts after failing to defeat the mandate. In *Smith vs. Ricci*, the New Jersey Supreme Court unanimously upheld the policy and an appeal to the U.S. Supreme Court was refused.

In 1984, a year after the mandate formally went into effect, Susan N. Wilson became executive coordinator of the Network. Almost immediately, she began expanding the organization's focus and adding many new initiatives. Through Susie's vision, leadership and tireless efforts, the Network grew from a single-focus state organization to a national leader promoting and providing comprehensive sexuality education.



1981: First diagnosis of AIDS is made

1984: Madonna's “Like a Virgin” video

In the summer of 1987, the Network mailed 7,000 copies of the first issue of *Family Life Matters* to New Jersey educators and other youth-serving adults; by 1990, *Family Life Matters* had a national distribution, the first step in the Network assuming a national role as well as a clear sign of its growing appreciation for using media—print, video and, later, the Web—to accomplish its mission.



1992: TLC, a popular musical group, promotes safe sex

Also at this time, a new and frightening concern had been added to the sex ed debate: HIV/AIDS. And the Network responded, conducting training programs across New Jersey for hundreds of educators in 1989. In 1990, the state adopted a mandate that required all public schools to provide HIV/AIDS education.

The Network's most important new activity of the 1990s was the inauguration of the first issue of the *Sex, Etc.* newsletter—written by teens, for teens—in 1994.

30,000 copies of the newsletter were distributed to New Jersey high schools the first year; by 1999-2000, circulation had grown to 2.2 million copies to teens across the nation.



1995: Monica Lewinsky scandal breaks and, for better or worse, has an impact on discussions about sex



1999: The launch of Viagra

On Valentine's Day, 1999, the *Sex, Etc.* Web site, Sexetc.org, debuted. Originally intended simply as an archive for newsletter articles, the Web site was an instant hit. By the end of the first year, Sexetc.org was receiving 6,000 unique visitors a day; by 2005, that had grown to 65,000 unique visitors daily.

In 2001, we also began a needs assessment of our training program, to help us guarantee we were helping teachers and other adults make a difference in the lives of young people. As a result of that assessment, we made a number of changes in our newly dubbed Sexuality Education Training Initiative. Among those changes was the creation of our annual, residential Training Institute in Sexual Health Education (TISHE).

1987-1990

1994

1999

2002

1993

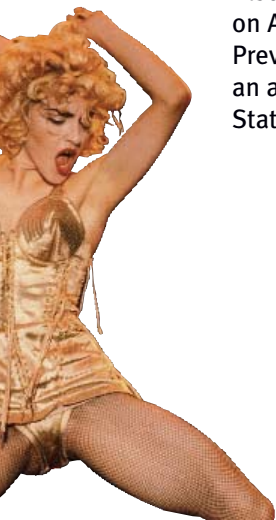
1997

2001

2003

Through the late '80s and early '90s, the Network again faced legislative attempts to restrict the state's family life education policy via "stress-abstinence" legislation. The Network not only continued to promote family life education but also sponsored a number of public policy initiatives, including a 1993 study of what was actually happening in classrooms and how programs could be improved.

Also in 1993, the National Organization on Adolescent Pregnancy, Parenting and Prevention presented the Network with an award for Best State Coalition.



In 1997, the National Campaign to Prevent Teen Pregnancy honored the Network in a White House ceremony, citing our success in involving the voices of youth in the prevention of teen pregnancy.

In addition to our work with teens, we remained committed to helping educators and other professionals, through training and development of curriculum, such as our *Learning About Family Life*, the nation's first-ever family life education curriculum for grades K-3.

1993: Tom Hanks wins Academy Award for his role in *Philadelphia*

A number of exciting events marked 2001 for the Network: We joined the Center for Applied Psychology, part of the Graduate School of Applied and Professional Psychology at Rutgers.

We also began a long-term collaboration with MTV.com and The Kaiser Family Foundation, in which our teen editors contribute a monthly column to the MTV Web site for their *think: Sexual Health* campaign.

Finally, *Sex, Etc.* received more national recognition when Advocates for Youth named it the winner of its first "Shining Star" award.

The 20th anniversary of the adoption of the New Jersey mandate requiring family life education was celebrated by hundreds of people at a daylong conference and "After Glow" reception, hosted by the Network.

In conjunction with the mandate's anniversary, the Network published a history of the struggle in New Jersey for comprehensive sexuality education, in which the history of the Network has been inextricably interwoven.



2001: FDA approves contraceptive patch



2005: First prime-time condom commercial on network TV

After 25 years, the Network for Family Life Education is beginning an exciting new chapter in its history, with a brand new name: Answer. We feel that our new name and tagline—“Sex Ed, Honestly”—reflect our deep and abiding commitment to giving teenagers honest and accurate answers to their sexual health questions.

Along with the name change came a new look for the *Sex, Etc.* magazine and Web site. We are also launching a new Answer Web site for parents, youth-serving professionals and others at answer.rutgers.edu.

In 2004, Susan N. Wilson announced she was moving on from her position as executive coordinator of the Network to become senior advisor. C. Danene Sorace, who had been with the Network for six years, assumed the role of director on January 1, 2005.

2004

2006

2005

The *Sex, Etc.* Web site, Sexetc.org, won not one—but two—awards in 2005, for excellence in presenting health information to teens. The first was a World Wide Web Health Award in Health Promotion, for our content, creativity and overall effectiveness for providing health-related information to adolescents. Sexetc.org also won the 2005 International Health & Medical Media Award, known as a FREDDIE, in the competition's Adolescent Health category.



2005: Connecticut joins Vermont in recognizing same-sex civil unions

training

In 2005-06, Answer staff once again provided nearly 100 training sessions to over 3,000 teachers, counselors, school nurses and other health professionals across the country, via:

- **Open-enrollment workshops**—these sessions, held at conveniently located sites in New Jersey, covered such topics as teaching family life in the early grades, puberty, healthy relationships and strategies for risk reduction.
- **In-district sessions**—our trainers traveled to schools and agencies in and out of the state to provide workshops covering abstinence, sexual orientation, healthy relationships and sexually transmitted diseases.
- **Presentations at conferences**—our staff delivered workshops at conferences across the nation for organizations such as the American School Health Association, the Society for Adolescent Medicine, the South Carolina Campaign to Prevent Teen Pregnancy, Healthy Teen Network and the National Family Planning & Reproductive Health Association.
- **Training Institute in Sexual Health Education (TISHE)** – for the first time ever, this year we held two sessions of TISHE.

From July 9-14, 29 educators from Cleveland, OH, attended our first regionally focused TISHE, made possible by funding from the George Gund Foundation, the AIDS Funding Collaborative and the Brush Foundation. From August 6-11, our open enrollment TISHE took place in West Cornwall, CT, with 29 participants from seven states and the District of Columbia.

At each TISHE, participants spent five days together, covering the depth and breadth of sexuality education.

We are pleased to be adding more training sessions to our schedule in the coming year. A move to a new office suite—complete with a large conference room with seating for 25 and state-of-the-art media technology—provides us the space to offer on-site workshops. Not only will this be a



TISHE 2006, Cornwall, CT

savings in cost and convenience, it means we will be helping even more adults.

Throughout all our training sessions, we work to increase the knowledge, skills and comfort of our participants, so that they can return to classrooms and other venues, better armed to give the young people in their care the information they need to make healthy decisions. As our training participants have said:

“I learned so much that I can’t wait to use it at my workplace.”

“Great activities—very thought-provoking questions and answers.”

“TISHE is by far one of the best sexuality educator trainings in the country—totally helped me get the skills, fact-wise and facilitation-wise.”

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*Former *Sex, Etc.* teen editors