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New CEO Will Head Services to 18,000 NYC Children and Youth
In an Era of “Income Inequality” --On the Ground Providing Help to Those At Risk



For the first time in nearly three decades, The Child Center of NY will have a new director at the helm. Effective January 31, current Chief Operating Officer Traci Donnelly succeeds long-time Executive Director Sandra Hagan.

In her new position, Donnelly will oversee a \$36 million budget and nearly 50 programs that serve 18,000 children and youth, plus their families, predominantly in Queens but also in Brooklyn and Manhattan. She arrived at The Child Center last July from senior management at Phoenix House, where she managed a budget of \$60 million. She brings more than 20 years of experience in nonprofit administration, substance abuse treatment, and special education.

“I look forward to taking advantage of this moment, when our new mayor Bill DeBlasio and President Obama are bringing increased focus to the growing income gap that puts a decent life further out of reach of kids on the wrong side of the divide,” said Donnelly. “The Child Center of NY, along with other NYC nonprofits, can lead the way, showing the city and the nation that the most at-risk children *can* be helped to succeed. We have the programs, the proof, and the skills to strengthen families and communities so that our youth will grow up to be healthy productive adults.”

The Child Center of NY serves at risk children from birth to young adulthood, providing child care, Head Start programs, counseling, substance abuse treatment, child abuse prevention, after-school programs, tutoring, career readiness, and myriad additional services to strengthen young people who face complex challenges. The majority of its

clients are poor and live in communities filled with crime and violence, and attend low-performing schools far from Manhattan and invisible to many New Yorkers.

In the current difficult financial times, Donnelly will emphasize guaranteed services, quick access, an aggressive outreach and intake approach at The Child Center's counseling centers, as well as continued development of innovative ways to deliver high quality programs in community environments, such as public schools, childcare centers, and housing projects. She also plans to expand The Child Center's capacity to gather data that proves its outcomes and value in transforming children's lives.

"Sandra Hagan spent 28 years building an enormous continuum of care for New York City's most at-risk children and youth, and she did so with uncompromising integrity. Now the pieces are all in place," said Richard Jay, president of the Child Center's board of directors. "Traci Donnelly is the right person for this job at the right moment to continue Sandy's legacy and take us forward. She will ensure the continued integrity of the Child Center's core services while reaching more children in need—so that our city's youth grow up to become healthy and productive adults, able to contribute to the well being and economy of our city in the 21st century."

Founded in 1953, The Child Center of NY is a leading nonprofit children's agency that serves 18,000 children each year with early childhood education, mental health counseling, child abuse prevention, and a wide array of youth services. Its mission is to help at-risk children and youth succeed in life. To learn more, please visit www.childcenterny.org.

Story Angles:

Q&A with Traci Donnelly: preparing youth for the 21st century economy.

Fifty years into the war on poverty, increasing evidence points to the way out.

A new executive director in a new era for children: Three Most Important Things Mayor DeBlasio must do to help children living in "the other city."

How to battle the achievement gap in NYC schools: Creating a culture of day-long learning with after-school/extended day programs.

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