

What does it take to
help children succeed?

Founded in 1953, The Child Center of NY is one of the city's leading children's agencies, helping more than 18,000 at-risk children and youth each year.

We reach out across ethnic divides to help children who are struggling with poverty, emotional problems, school failure, and other issues that stand in the way of their achievement. Our staff includes master's level social workers, educators, psychologists, psychiatrists, case managers, tutors, and youth counselors—all of whom are passionate about helping children. We provide our vital services at 80 locations, mainly in Queens, including dozens of public schools and community centers, especially in the highly stressed neighborhoods where children need us most.

What makes us special?

- An extraordinary depth and breadth of programs to support at-risk children from birth through career, with many points of access.
- Unparalleled cultural sensitivity from a warm, caring staff that is 80 percent bicultural and collectively speaks an astonishing 35 languages.
- A commitment to excellence, which includes using research-proven methods and providing continued state-of-the-art training to our high-quality staff.

OUR MISSION IS TO HELP AT-RISK CHILDREN AND YOUTH SUCCEED IN LIFE.



Dear Friends,

The Child Center has come a long way since we first began as a small children's mental health center in 1953. Since then, we have continually evolved to respond to the changing needs of children in an increasingly complex world. Today, we offer much more than therapy. We provide a comprehensive array of educational and community support services to strengthen children at risk from the first moments of life until they reach productive young adulthood.

This annual report highlights our work in 2010—a successful year for The Child Center. We accomplished much, ending the year with a surplus. Specifically, we provided cutting-edge training to our professional staff, made a huge leap forward in our computer technology, built our board, and undertook long-term strategic planning to chart our course for the next five years. Why is this important? By strengthening our infrastructure, we are better able to help children and achieve our mission.

Which brings us to the most important accomplishment of all. Despite the enormous financial stress of the recession, we maintained our services and helped more young people—a total of 18,000—increasing vital child abuse prevention and teen pregnancy prevention programs in our neediest communities.

We could not have achieved all this without friends and supporters like you. For this we are profoundly grateful.

Much remains to be done. We know that during times of economic hardship, vulnerable children suffer the most.

In the coming year, we plan to strengthen our ability to track our results and evaluate our

impact. In an environment of scarce resources, it is imperative that we demonstrate that our work is not only valuable but making a critical difference in children's lives. We will continue to emphasize excellence by investing in professional development of our staff, and employing evidence-based therapies and programs. We will also open—with funding from New York City—a new child abuse prevention center that will provide mental health and substance abuse counseling under the same roof.

We ask that you continue to stand by us, so that we can continue to stand by the young people who need us most. Whether the markets are up or down, there can be no greater investment than children. And while none of us can save the world, together we absolutely *can* improve the lives of disadvantaged children right here in our city. We can make this our most important legacy.

This annual report asks the crucial question: *What does it take for children to succeed?*

Inside these pages, you will find our answers, which are based on nearly sixty years of experience.

Sincerely,



Sandra Hagan, LCSW
Executive Director



Richard Jay
Board President



A baby is born. What will the future bring? Neuroscience has proven that the first years of life—especially before age three—are crucial for the brain development that determines later success.

NURTURING

“If it weren’t for us, I think some of our families would starve.”

—Marie Mason, M.ED.
Educational Director, Head Start

57.6%
of NYC children are
born into poverty.

Early Childhood Education

Babies and preschoolers need emotional nurturing and cognitive stimulation if they are to be developmentally on track. Yet, children born into poverty often have highly stressed parents who do not know how to give them the attention they need. These children arrive at kindergarten already behind their non-impovertised peers. As years pass, the gap widens, creating high risk for school failure, premature sexual activity, unemployment, and even prison.

The Child Center of NY helps level the playing field. Our Early Head Start and Head Start classrooms provide enriching learning environments operated on the best early childhood practices. While children are in our centers, parents can go to work and lift their families out of poverty. We also provide home visits, parenting classes, and other support services to give parents skills and knowledge to help their children thrive.

Child Abuse Prevention

Each year, we touch the lives of more than 2,000 children and their families who are facing the trauma of an abuse or neglect report. We provide intensive services to heal children and help parents—many of whom were abused themselves—improve their parenting skills and relationships with their children. Each child's safety and wellbeing is our number one priority. Once this is established, our goal is to preserve and strengthen families.

Over the last two years, independent researchers from The Hunter College School of Social Work found that after our services,

- 82 percent of mothers in our Infant-Parent Program showed a reduction in parental stress, an important indicator of child abuse risk.
- Severely troubled adolescents at risk of foster care showed significant improvements in behavior, school attendance, and parent-child interactions, both immediately after treatment as well as six months later.

“The knowledge base here is sophisticated. Our therapists and teachers have deep areas of expertise. We embrace evidence-based interventions and a clinical vision that gets communicated to staff across all our programs.”

—Barbara Greenstein, Ph.D.
Deputy Executive Director

PROTECTING



We believe that all children have the right to a safe and healthy childhood.

“Asians feel tremendous stigma in seeking help for their personal problems. By placing our social workers at schools, we give high-risk immigrant children and families an environment where they can be comfortable and find support so they can thrive in their new country.”

—Agnelo Dias, Ph.D.
Clinic Administrator

13.6%

of NYC teens
seriously considered
suicide in 2009.


We Help Children in 35 Languages

Immigrant children suffer some of the gravest hardships in our city. Many of their families have fled poverty and war in search of a better life. But upon arrival in New York, children face isolation and the absence of parents who often work multiple jobs to survive. With our roots in Queens—the most diverse county in America—we have made extraordinary efforts to provide cultural competency throughout our agency. Our multicultural staff shares similar backgrounds with our clients. Collectively, we speak an astonishing 35 languages including Chinese, Korean, Farsi, Bengali, Tagalog, Hindi, Portuguese, Creole, and Spanish—reflecting the cultural mix that defines New York City.

STRENGTHENING



Despite the stereotypes of universal success, 25% of Asian children in New York City are born in poverty. Our unique Asian Outreach Project provides therapy, community workshops, and school-site counseling to help children and families cope and acculturate.



The Child Center has 58 years of expertise in strengthening relationships between children and the adults in their lives.

LISTENING

Individual and Family Counseling

Researchers now believe that 13 percent of American children ages 8 to 15 suffer from a mental health problem. For teenagers the rate is an estimated 20 percent, and for disadvantaged youth, it is suspected to be even higher. The most common diagnoses are attention deficit hyperactivity disorder (ADHD), depression, anxiety, and conduct disorders.

Our highly trained therapists are available at six community-based centers and public schools. We provide screening, assessment, evaluation, counseling, addiction treatment, and medication management. We offer round-the-clock crisis intervention for seriously troubled young people. Because we believe that positive relationships provide the bedrock for healthy development, all of our programs work closely with parents, extended families, teachers, and other caring adults who positively shape our children's lives.

“I tried a few times to kill myself...Then I met my therapist at The Child Center. Sandy is a very, very caring person. She helped me find hope and save my own life.”

—Daniel, age 16



Our after-school programs provide a safe haven that includes tutoring, arts, sports, and academic enrichment.

BUILDING MINDS

Youth Development

18 After-School Programs

Our after-school programs provide a haven from the streets, along with academic support, artistic and intellectual enrichment, sports, and community service opportunities until 6 pm at night. Our Beacon Community Centers are open until 9 pm weeknights, and on Saturdays.

“We chose The Child Center of NY to be the lead agency in our Community Renaissance Program because of their excellent track record in creating effective after-school programming, their ability at community partnerships, and their great creative energy.”

—Vinford A. Mentar
VP Community Relations
JPMorgan Chase Corporate
Global Philanthropy

58%

of all elementary and middle school students read below state and city standards.

Reading and Math Tutoring

Since 1980, our tutoring program has served children and teens who are two or more grade levels behind in reading and/or math. We take a highly individualized approach with success rates in the 90th percentile for more than 30 years.

Getting Teens Ready for College and Careers

We reach out with job readiness, dropout prevention, internship opportunities, and information about college to help our youth get ready for productive adulthood.

Pregnancy Prevention and Healthy Lifestyles

Because teens strongly influence one another, we recruit young people for leadership training in adolescent sexual health. They learn about HIV and pregnancy prevention, abstinence, safe dating, and healthy lifestyles. Then they share this information with their peers at health fairs, schools, and churches in the community.

BUILDING SPIRIT



“It’s easy to identify and point out what’s wrong and what’s missing and what’s bad. I try to focus on strengths and relay a feeling of hope to the family. That’s when you start to see things happen.”

—Eddy Lee, *Senior Therapist*

5,387

NYC children under age 16 were put in juvenile detention last year.

Finding a Greater Purpose in Life

At age 10, Christopher Noria started getting into fights. By 16, he was a high school dropout who’d been arrested more than once. He did time in detention. Then a judge ordered him to The Child Center’s Juvenile Justice Initiative where he met his therapist, Eddy Lee. Eddy led Christopher and his family through six months of therapy, three times a week. “Christopher knew he wanted something different. But he didn’t know what it was or how to get it,” said Eddy.

Eddy kept Christopher focused on his GED, his goals, and soccer league as an alternative to the streets. There were behavior charts and consequences. Eddy worked with the whole family on creating a better home environment.

“Eddy helped me find myself. He taught me how to control my anger and live in society.” Christopher got his GED and is in college to get his associate’s degree. Now, age 19, he wants to go to medical school.

“Eddy and the program saved me,” he said. “I owe him everything. I want to be somebody in life.”

AND AFTER THEY SUCCEED...THEY WILL GO ON TO NURTURE, PROTECT,

In 2010, Christopher Noria was invited to meet with Mayor Bloomberg to discuss programs like ours that offer cost-effective alternatives to juvenile detention.

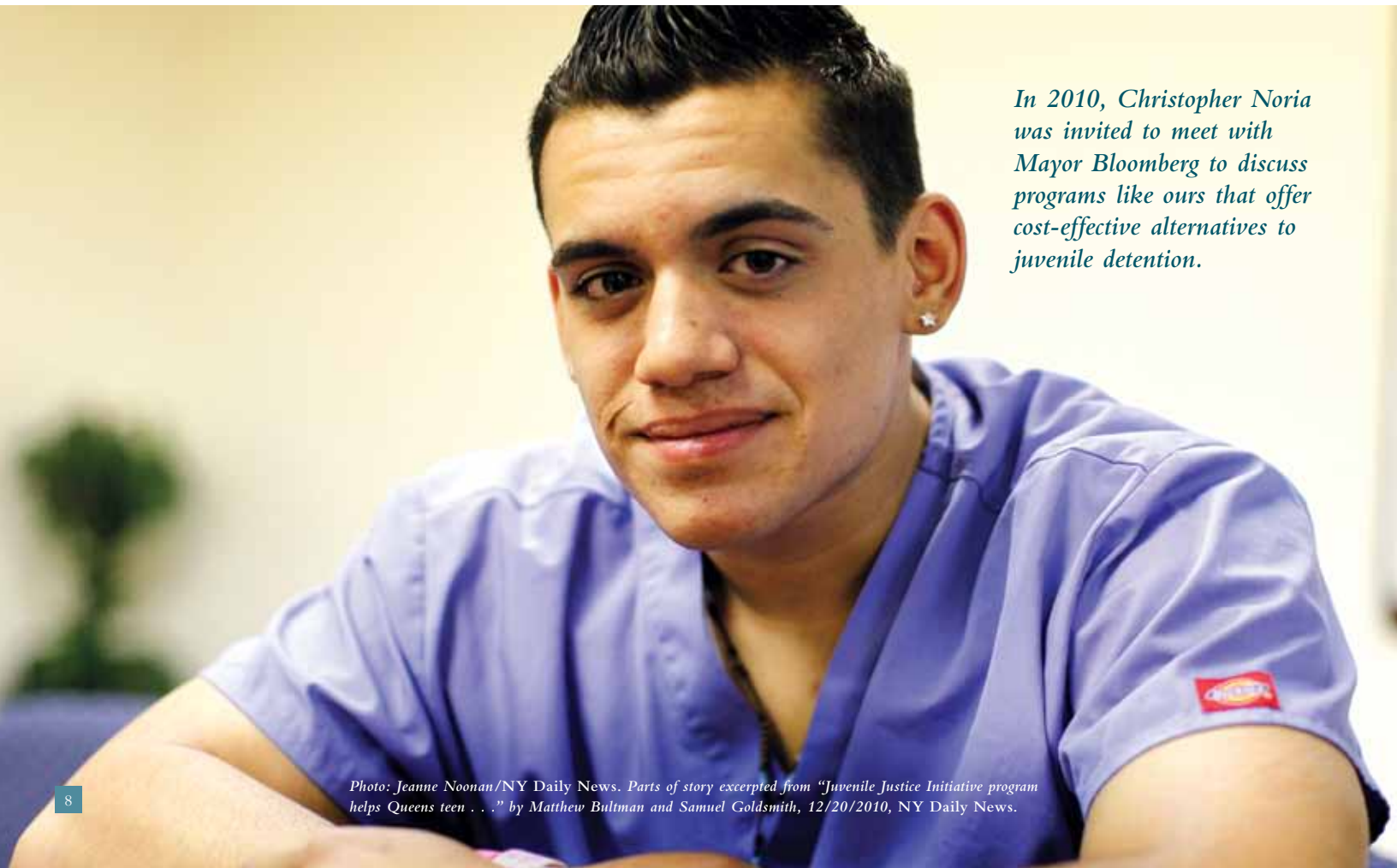


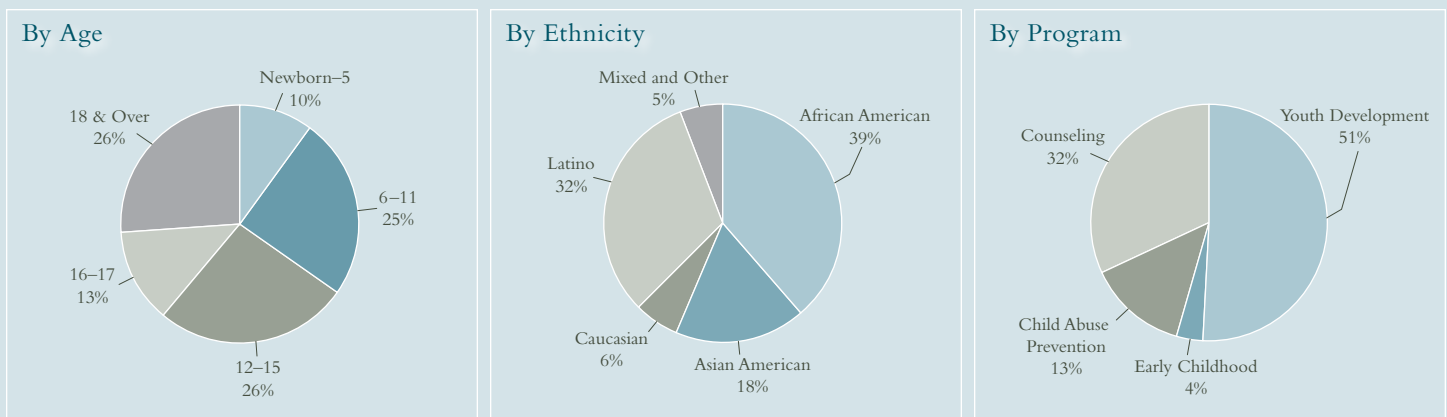
Photo: Jeanne Noonan/NY Daily News. Parts of story excerpted from “Juvenile Justice Initiative program helps Queens teen . . .” by Matthew Bultman and Samuel Goldsmith, 12/20/2010, NY Daily News.



Each year we employ 300 young adults as tutors and youth counselors, giving them their first paid work experiences. Many go on to become teachers, psychologists, and the social workers of tomorrow.

STRENGTHEN, BUILD MIND, AND BUILD SPIRIT...FOR THE NEXT GENERATION

Who We Serve



“When I was 16, I had a bad boyfriend who talked me into cutting school all the time. A social worker sent me to The Child Center’s JobNet program. Everyday I went and took the GED prep. Afterwards, they’d keep us for an hour to talk about topics that would keep us off the streets and keep our minds right. In 2008, I started community college. Now I’m almost done with my associate’s degree. I plan to get my master’s in social work and help kids who went through the same thing I did. The Child Center was a big influence on me. They turned me around.”

—Bibi Alli, *age 21*

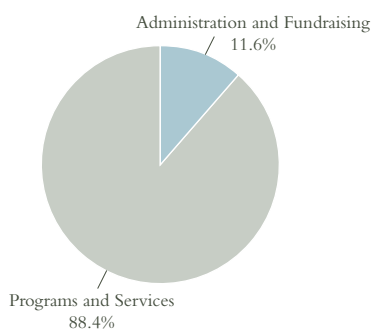
Statements of Activities and Changes in Net Assets

For the year ended June 30, 2010 (with Comparative Totals for 2009)

	Totals	
	2010	2009
REVENUES:		
Contract and grant services	\$18,934,406	\$18,437,104
Patient services, net	13,131,567	11,624,311
Contributions	813,234	1,523,763
In-kind contributions	886,057	789,581
Fundraising, net of direct expenses of \$166,582 and \$198,534, respectively	385,583	369,531
Other	32,121	35,138
Total revenues	34,182,968	32,779,428
EXPENSES:		
Program services	30,183,940	28,896,454
Supporting services	3,924,711	3,807,617
Total expenses	34,108,651	32,704,071
Excess (deficiency) of revenues over (under) expenses	74,317	75,357
NET ASSETS RELEASED FROM RESTRICTIONS	—	—
Change in net assets	74,317	75,357
NET ASSETS, BEGINNING OF YEAR, AS RESTATED	18,599	(56,758)
NET ASSETS, END OF YEAR	\$ 92,916	\$ 18,599

*A complete audited financial report is available upon request. Or, you can find it on our website:
www.childcenterny.org, under "Ways To Give."*

How We Spend Our Money



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“I give financially to The Child Center because I believe that we can turn around lives and spare society much more costly problems later on. With government slashing budgets and cutting services to the bone over the coming year, children will need us more than ever.”

—Richard Jay, *Board President*

Thanks to Our Supporters

Our thanks to the following corporations, foundations, and individuals whose generous gifts supported our life-changing programs in 2010.

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 Walt Disney Company
 World of Golf

“The Child Center of NY has always been a great asset to this city. I’ve been so impressed with how they have turned kids’ lives around and brought hope to some of our most struggling communities.”

—Malcolm A. Smith, *New York State Senator*

“TASC partners with The Child Center of NY because its staff members do a great job of leading Expanded Learning Time activities that inspire our kids to learn and build the skills and character they’ll need for productive citizenship and life.”

—Lucy N. Friedman, *President*
The After-School Corporation

“The Child Center of NY’s caring community of staff are masterful at bringing high-quality early childhood education to children and families from a myriad of cultural backgrounds.”

—Lesley Koplow, *LCSW, Director*
Center for Emotionally Responsive Practice,
Bank Street College

“The Child Center of NY’s on-site therapist is a tremendous asset in helping our students and their parents resolve family problems and assisting students in developing coping skills so they can succeed in school and later on in life.”

—Valerie Sawinski, *Principal, JHS 185*



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