

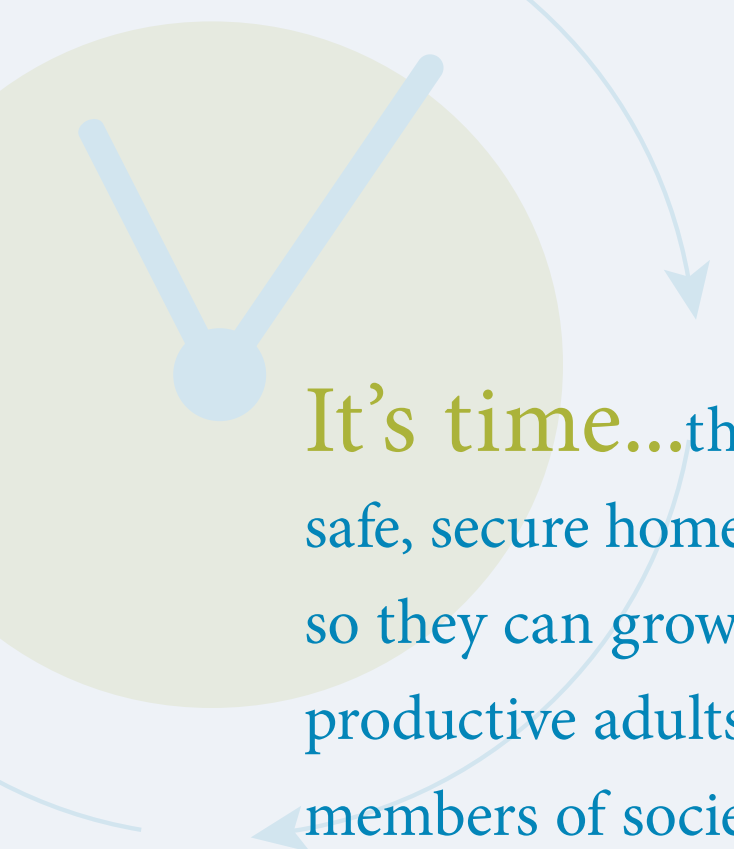
the
child center of ny

NURTURING CHILDREN. STRENGTHENING FAMILIES.

2011 Annual Report



Every Moment Counts



It's time...that all children have safe, secure homes and communities so they can grow up to become happy, productive adults and contributing members of society.



Dear Friends,

Time is precious and fleeting for all of us. But it is especially so for at-risk children who are suffering from poverty, abuse, school failure, or other serious issues. Intervention cannot come soon enough. Every moment counts.

To convey our sense of urgency, this year's annual report highlights our round-the-clock presence in the lives of children and families in New York City.

No matter what time of day you are reading these pages, our staff is somewhere on the front lines of the city's roughest neighborhoods working hard to help kids. From early morning, when we serve breakfast to our impoverished preschoolers, until 9 pm, when the last basketball bounces at our youth programs, we are ready to respond. Even in the darkest hours of night, our 24/7 crisis line is open for families at the brink.

We've been doing this since our beginning in 1953 as a children's mental health agency. Over the years, we greatly expanded our services, building a vital safety net. Today, we are a multiservice organization, offering therapy, crisis intervention, addiction counseling, pregnancy prevention, early childhood education, parent support groups, internships, college readiness, academic enrichment, summer camp, and a safe haven from the streets each day after school. **Our mission is to help at-risk children and youth succeed in life.**

We believe that all children deserve to be loved and grow up in safe, nurturing homes and communities. That's why all of our programs strive to build positive relationships as a foundation of healthy development. When at-risk children have strong bonds with parents, family, and other caring adults, they can perform better in school, overcome adversity, and grow up to become empathic, productive members of society.

This report also presents a financial statement for 2011—one of our most challenging years ever. The continuing recession

brought unprecedented funding cuts from government and more pain for children whose families lost jobs, homes, and hope. We aggressively responded by introducing new systems for austerity, productivity, outreach, and staffing. We grew our board and stepped up our major fundraising events. We are happy to report that we not only adapted but remained in the black while **servicing nearly 17,000 children.** We simply could not have done it without the generosity of those listed in the back of this book.

However, the fiscal challenges are not over. In 2011, we saw a dramatic new reality emerge. Government is making a historic shift away from funding organizations like ours that act as a safety net for children. If The Child Center of NY is to survive, we simply must have a broader base of support in the future. That means that we will need more private funding from individuals, foundations, and corporations.

Now is a moment when we all must pull together to help young people who—through no fault of their own—are born into poverty, broken families, and crime-ridden neighborhoods, without the opportunities that other kids take for granted. Please invest in children. It is not only compassionate. It's the smart thing to do. We need a strong next generation.

Sincerely,



Richard Jay
President



Sandra Hagan, LMSW
Executive Director

“The Child Center takes a strong team approach and is exceptional at engaging community partners. We assign our master’s level student interns to its Head Start program because it provides an excellent learning environment and opportunity to strengthen the lives of families and children—especially those who have recently immigrated.”

—Marilyn P. Bartlett, LMSW
 Director, Office for Early Childhood and
 Preventive Partnerships, NYC Children’s Services



8:00 am

Three-year-old Daniela arrives at our childcare center, ready for a day of learning and play while her mom goes to her job as a supermarket cashier. The previous year, Daniela went to the only babysitter the family could afford. She was ignored and left to sit alone all day. When she first came to us, Daniela could hardly speak and had severely delayed motor skills.

How We Help

Our knowledgeable teachers are nurturing and attuned to Daniela’s needs. They ask questions and encourage her to use words as she plays in our language-rich environment, using building blocks, making art, and taking class walks to the local library. Within four months, Daniela is speaking in full sentences and catching up.

Early Childhood Education

Two decades of research provide irrefutable evidence that the first years of life are critical for brain development and future achievement. At three locations, our Head Start and Early Head Start programs serve 500 children, from conception through age five. Nearly all live below the federal poverty level and face terrible odds. Our goal is to break the cycle by helping children develop on track so they can arrive at school ready to learn on par with their non-impovertised peers.

Children in our Head Start program improved by 146% or more in cognitive, motor, and language ratings between fall and spring of the 2010–2011 school year.

Scores obtained using before and after Creative Curriculum assessments.





1:00 pm

Len, a second-grader, regularly arrives at school without homework or a winter coat. He is disruptive in class and easily gets into fights. His parents—recent immigrants who work long hours at menial jobs leaving their son unsupervised—don't speak English. They have not returned the principal's calls, and she is about to report them to the authorities for neglect.

How We Help

Our school-site therapist quickly intervenes and calls the parents, explaining in Chinese that an investigation could lead to foster care placement. The next day, they come to see the therapist, terrified of losing their son. Over the course of several sessions, our therapist helps them understand Len's needs and what they must do to meet the school's expectations. He helps them access warm clothing and after-school activities for their son. The parents adjust their work schedules so they can spend more time with Len. His behavior begins to improve.

Child Abuse Prevention

Child abuse is a major public health problem. In New York City, there were nearly 94,000 reports of abuse or neglect in 2010. Our highly trained staff uses research-proven approaches to assess home situations, provide therapy and parent education. The safety of each child is always our first priority. Our goal is to strengthen families and prevent the need for costly and traumatic foster care.



“The Child Center has a track record of delivering high-quality services and improving public health of our most vulnerable citizens. I have worked closely with The Child Center, and I am proud of this organization, which has impacted tens of thousands of high-risk youth in our city.”

—Helen Marshall
Queens Borough President



4:00 pm

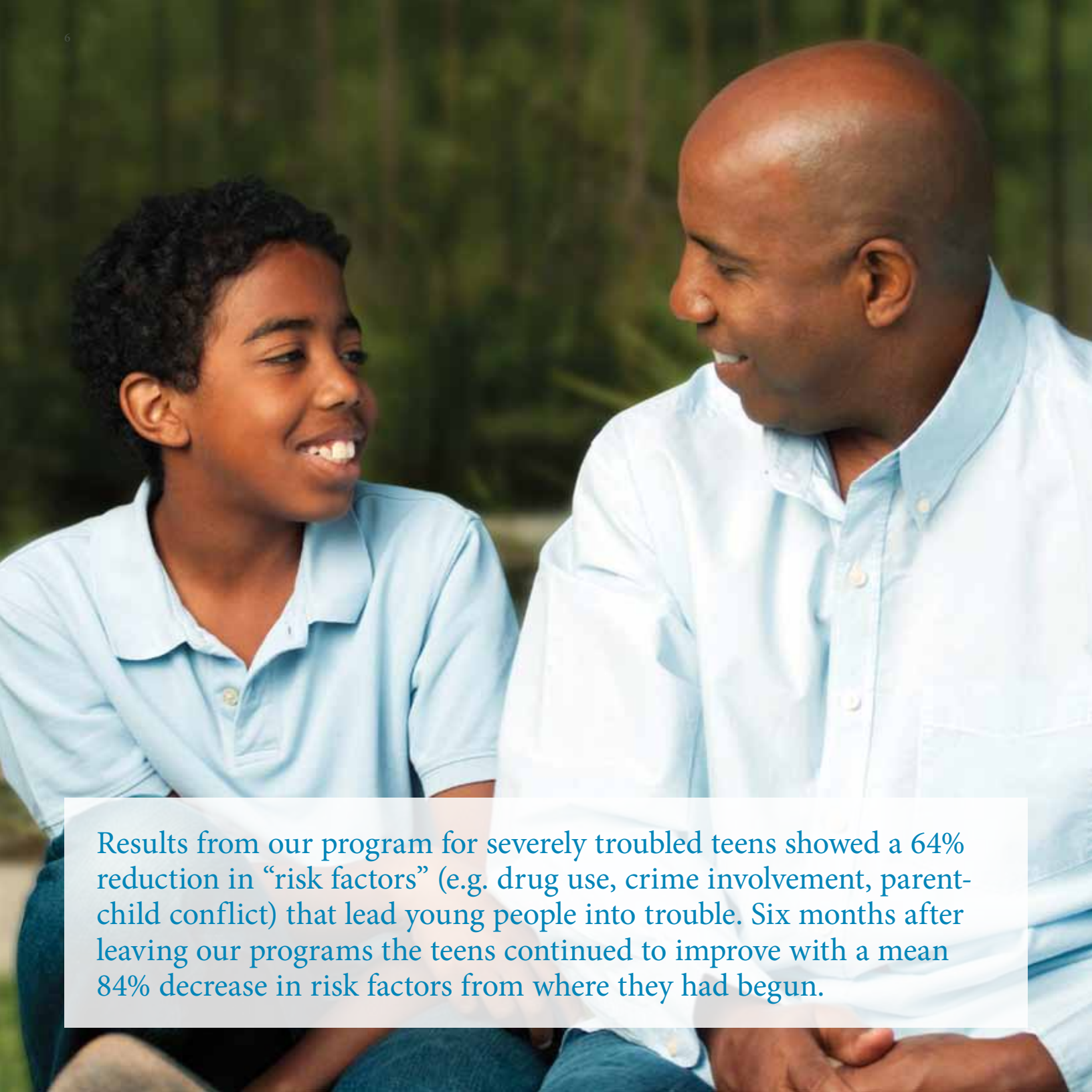
For Derrick, the transition to middle school is difficult. By January, he’s failing two classes and falling behind in several others. A teacher notices him hanging out at the park with the wrong crowd and asks our youth director if there’s room for one more in our after-school program.

How We Help

We learn that Derrick lives with a loving grandmother but struggles greatly with being abandoned by his parents. We refer him for counseling at our nearby mental health program and invite him to join our after-school program. Soon it’s clear that he has passion and talent for basketball. We allow him to play on one condition: that he does his homework and his grades improve. Derrick accepts the deal and also leads the team to the championships. He plays ball until 6 pm each night instead of hanging out at the park.

Youth Development

Kids need positive alternatives to the streets. That’s why we provide nearly 3,000 kids with after-school programs at 15 locations each day, offering homework help, academic enrichment, sports, and arts. The results: measurable improvements in school attendance, self-esteem, and connectedness to school. We also reach more than 2,000 young adults with workforce development, college orientation, and internships. Our peer-to-peer sexual health program educates teens on the life-threatening risks of unprotected sex, while encouraging community service and goals for the future.



Results from our program for severely troubled teens showed a 64% reduction in “risk factors” (e.g. drug use, crime involvement, parent-child conflict) that lead young people into trouble. Six months after leaving our programs the teens continued to improve with a mean 84% decrease in risk factors from where they had begun.



“The Youth Development Institute has been a supporter of The Child Center of NY because we believe in the high quality of its youth programs and emphasis on the power of positive relationships to transform young peoples’ lives.”

—Sandra Escamilla
Executive Director
Youth Development Institute



2:00 am

A call comes into our crisis hotline. Sixteen-year-old Christine has been in treatment for depression and a habit of cutting her arms. After several weeks of doing well, suddenly, the urge to pick up a razor blade is overwhelming. She’s desperate to speak with her counselor.

How We Help

The counselor gets the call and stays on the phone for nearly an hour calming Christine down and helping her refocus her thinking. She also speaks with Christine’s mother and alerts her to the situation. When they hang up, the crisis is over. In the coming months, Christine works in therapy to understand her depression and develop healthier coping skills. She does extremely well and finishes high school with good grades. When she graduates college, she comes back to thank our staff for saving her life.

Mental Health and Crisis Counseling

Our licensed therapists serve troubled children and families at five community centers and dozens of public schools. Each day, we help children cope with traumas, behavior problems, and other issues that threaten their achievement. We take a holistic approach, providing therapy to both parents and children and making referrals for services that stabilize home lives and help families better respond to children’s needs. Reflecting the diversity of New York City, our staff collectively speaks 35 languages.

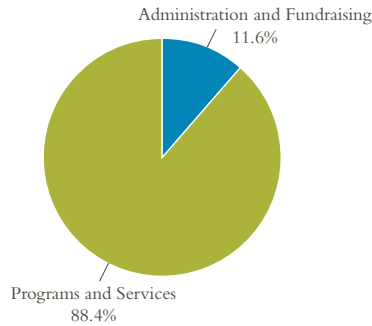
Statements of Activities and Changes in Net Assets

For the year ended June 30, 2011 (with Summarized Totals for 2010)

	Totals	
	2011	2010
Revenues:		
Contract and grant services	\$19,178,773	\$18,934,406
Patient services, net	12,270,410	13,131,567
Contributions	1,422,903	813,234
Inkind contributions	893,793	886,057
Fundraising, net of direct expenses of \$135,092 and \$166,582, respectively	658,226	385,583
Other	24,019	32,121
Total revenues	<u>34,448,124</u>	<u>34,182,968</u>
Expenses:		
Program services	30,778,470	30,183,940
Supporting services	3,650,637	3,924,711
Total expenses	<u>34,429,107</u>	<u>34,108,651</u>
Excess of revenues over expenses	19,017	74,317
Net Assets Released From Restrictions	—	—
Change in net assets	19,017	74,317
Net Assets, Beginning of Year	<u>92,916</u>	<u>18,599</u>
Net Assets, End of Year	<u>\$ 111,933</u>	<u>\$ 92,916</u>

To see our complete audited financial statement, please visit www.childcenterny.org.

How We Spend Our Money

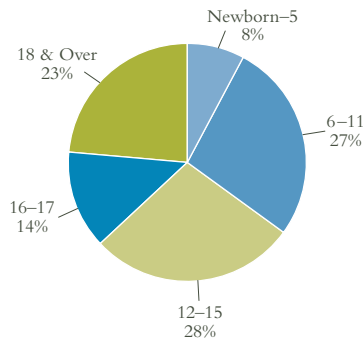


“My mother said she’d come back, but she never did. I was seven when I went to foster care. I’d never been to school. I could hardly speak. My therapist at The Child Center helped me understand that things can get better if you work hard and have determination. He listened and gave me a different perspective on how life could go. I’m very grateful. The Child Center of NY made me who I am today.”

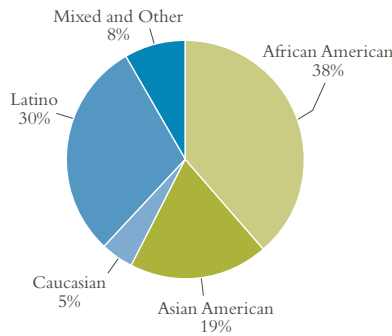
—Thomas, age 30
College graduate, stockbroker, father of two

Who We Serve

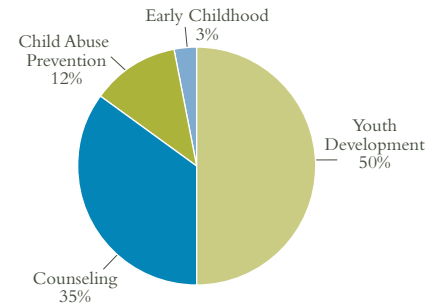
By Age



By Ethnicity



By Program



Thanks to Our Supporters

Our thanks to the following corporations, foundations, and individuals whose generous gifts supported our life-changing programs in 2011.

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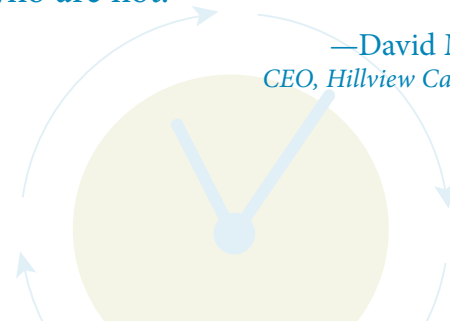
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“As a country and society, we are facing challenging times. I want to help kids who could become a cost to society become productive adults and taxpayers instead. That’s why I joined the board of The Child Center. I believe it’s important to give back. I’ve got kids who are very fortunate, and I want to help those who are not.”

—David M. Spungen
CEO, Hillview Capital Advisors



Without The Child Center, thousands of youngsters would be headed for foster care, psychiatric hospitals, juvenile detention, and life as high school dropouts—virtually assuring chronic underemployment as adults.

Please join us on our urgent mission to help at-risk children and youth succeed in life. There is not a moment to waste.



It's Always a Good Time to Donate

www.childcenterny.org/give.html

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