



Strengthening Family. Building Community.



The Child Center of NY was founded in 1953 as a children's counseling center. Today, we serve more than 16,000 children and their families each year, with programs and services in 50 locations and 25 languages.

This is what we believe.

- We believe in a world where every child and family thrives, and communities are healthy and vibrant. Our mission is to strengthen children and families so they can build healthy, successful lives.
- We believe in the power of human potential. We believe that every child has the right to be happy and secure, and to grow up capable and confident.
- We know that healthy family and community relationships are essential to a child's success, and that poverty, trauma, and the hardships of immigration can threaten a child's development.
- By preventing problems before they begin, we can prepare children and families to handle challenges, grow and thrive.
- We can strengthen children by increasing their resilience. By learning to build on their assets, children become capable and confident.
- We can prevent lifelong suffering by identifying and treating abuse, neglect, and emotional challenges.
- We hold ourselves accountable. We collect data, measure outcomes, and use methods that are proven to make a real difference.
- We collaborate with communities and like-minded organizations on proven solutions.
- We educate policymakers, funders, and thought leaders about the needs of children and families, and advocate for positive change.

Together with the people we serve, we can create real opportunities for health, happiness, well-being, and growth.





Our FY14 senior management team, from left: Linda Rodriguez, Jennifer Dudley, Deepmalya Ghosh, Traci Donnelly, Steve Donowitz, Lisa Glass, Grace Paik

Dear Friends,

At The Child Center of NY, our reach is wide-ranging. We work with children from newborns to young adults, and their families. We are there from the earliest moments that are so important to a child's development, and continue alongside them as they mature into confident, capable adults.

We also work to strengthen whole families, helping those in crisis to heal and move forward, and preventing problems before they begin. We do this in more than two dozen languages right in the communities where our children live—new immigrant communities as well as neighborhoods where family roots go back for generations.

While our reach is wide, it is also deep. In every program and service we provide, relationships are the heart of our work. We build lasting, supportive connections with children and families and help them nurture and support each other. And we partner with other organizations and groups that share our mission. We know that at every level, healthy relationships are the building blocks of strong families and vibrant communities.

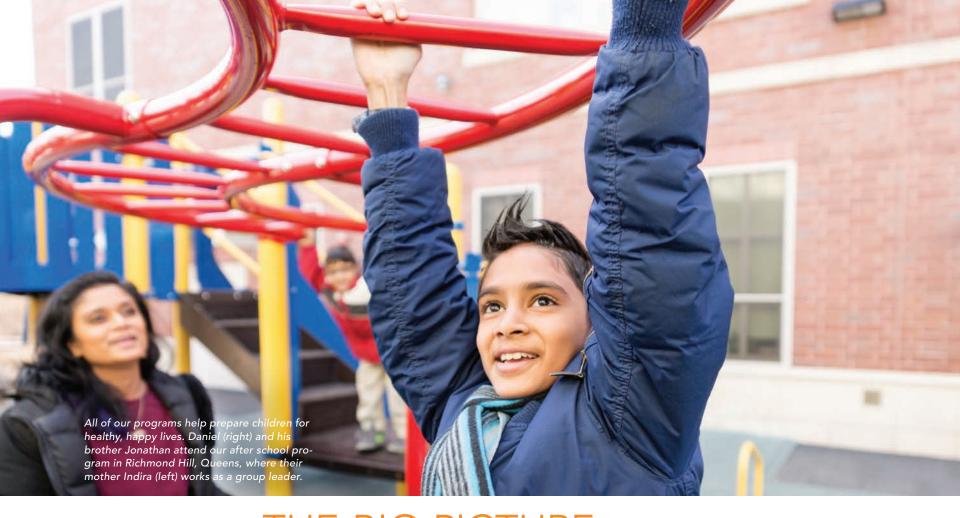
Our responsibility in these relationships is something we do not take lightly. For every program and service we offer, we want to know that we are making a real, measurable difference for the people we serve. We do this by using proven, innovative, whole-family approaches, by holding ourselves accountable for measurable results, and by using what we learn to advocate for change.

For instance, our data indicates that our high-quality early child-hood programs allow our preschoolers to make great strides in cognitive development. We can be sure that our abuse prevention programs really do help keep children safe, because we use proven, research-based therapies and follow up with families afterward. We know that many children in our after-school programs need additional help to keep from failing in school, and that many families desperately need behavioral health services. How will we secure the resources to change their trajectory, and who will be our partners as we help prepare children and families for healthy, successful lives?

The relationships we build with the broader community and supporters like you are a big part of how we answer these questions. We hope this report gives you a better sense of the needs as well as the possibilities. We are grateful for your interest and your support. It allows us to invest more widely, and more deeply, in our communities and the future we all share.

Warmly,

The Senior Management Team at The Child Center of NY



We believe in THE BIG PICTURE.

We know that to help build strong families and communities, we must do more than simply respond to problems. We must prevent problems before they begin, and prepare families to overcome the challenges they face. When children, with their families, can work through trauma, discover their strengths, and successfully navigate difficulties, they will thrive.

This work begins in our early childhood programs, where we provide a safe, nurturing environment where children can develop emotionally and cognitively. We also screen and treat families for stress, depression, and other issues that can put children at risk of abuse and slow their development.

During pregnancy and from birth, we are there with programs and services that safeguard children's development and strengthen whole families. From home visits for new parents to our after-school programs, from our counseling clinics to college prep and job readiness programs—at every step of the way, we help children become capable, confident young people who can go after their dreams.

Learning and Growing

When Jaqueline, below left, first came to our Head Start, she was anxious and withdrawn, with severe speech delays. "We created an environment in which she felt comfortable expressing herself," says Margarita Valdivieso, her teacher. "I would engage her and encourage her answers." Now Jaqueline is confident and outspoken. "She has such good ideas, and now she can communicate them," says Valdivieso. "She is completely transformed."







Traci Donnelly @traci_donnelly

@WomensGloInt @NASDAQ My #IgniteYourAmbition is to make sure more children have the resources to make a strong start.







Nasdaq @NASDAQ (373K followers)

Traci, thank you for sharing your wonderful ambitions with us! #IgniteYourAmbition @traci_donnelly @WomensGloint pic.twitter. com/3pglrBaFNQ

In December, Nasdaq shared one of our CEO's tweets, and an image of our kids, on its tower in Times Square.

Our Results

In our Woodside Head Start program:

- 100% met standard expectations for social-emotional development, up from 29% in the fall.
- 100% met or exceeded expectations for cognitive development, up from 33% in the fall.



We believe in HEALING.

When unaddressed, behavioral health issues like depression, trauma, loss, and abuse can cripple development and haunt children for life. But we know that with the right help, children can overcome trauma and grief, and families can help each other move forward.

So often, the most desperately troubled children are virtually invisible until they break down and must be hospitalized. To

reach these children earlier, our networks of licensed social workers and case workers partner with teachers and community leaders. We educate about abuse and mental health issues, and identify children who need help. Then, our highly trained therapists work with whole families, using evidence-based methods to help parents manage stress and nurture their children, and to help children understand their feelings and begin to heal.

Partners in action at IS 59. From left, Shaniqua White, school counselor; Carol Briggs-McDougan, teacher; and Micki Segel, from The Child Center's MRT team.



Reaching Children In the Schools

When NYC public schoolteachers found themselves repeatedly calling 911 to report troubled students acting out, the city developed the Mobile Response Team (MRT) in partnership with local mental health organizations like ours. Micki Segel, LCSW-R, and her staff call on five middle schools, partnering with school staff to assess students and connect them to resources.

The need for these services is consistently high. Recently, Segel says, several students noted on a survey that they often felt like hurting themselves but had no one to talk to about it. Segel and her team helped them get counseling.

"We reconnected one boy to a therapist he had previously seen," says Segel, "and he told her he had been considering suicide. With therapy, he now feels comfortable talking to his mother and is doing much better. Because we were there, he was able to get the treatment he needed."

Our Results

Of the 343 children we treated last year in our programs for serious emotional disturbances, we prevented re-hospitalization for **89%**.

For youth in our Juvenile Justice program, an intensive whole-family intervention for teens at high risk of juvenile detention or foster-care placement:

- Non-compliance with family rules decreased from 87% to 6%.
- Serious parent-child conflict decreased from 45% to 2%.
- School attendance problems decreased from 57% to 18%.



Afterschool Alliance (15.3K followers) retweeted you:

@afterschool4all Teaching resilience in after-school programs is a long-term way to address unemployment: huff.to/1yUEkYd

In December, Traci Donnelly wrote a column for the Huffington Post, "Rethinking Unemployment: Why We Need to Invest in Children." It was tweeted by key influencers, including Afterschool Alliance and Zone 126 Queens.

Our Results

- Students in our after-school program at JHS 185 scored an average of 6% higher than their peers on state tests for math and English language arts.
- Students in our Youth Council, a jury of middle-school students trained in conflict resolution, resolved more than 40 disputes among their peers.



We believe in POTENTIAL.

We know that children who are behind from the very beginning can defeat the odds and get ahead; that students with few resources, who are falling through the cracks, can engage with school; and those that no one else is helping can bond with mentors and come into their own.

In their early teens, many of the youth we see are at a crossroads. They will either find the resources and direction they need to successfully reach adulthood, or they will become increasingly disengaged and hard to reach. Our goal is to prepare them for the successful path. We do this by helping them learn how to study, find their talents, apply to college, and plan for a career. We also help them build those intangible qualities—like confidence, resilience, and good relationships—that are closely linked to academic and lifelong success.





In December, students in our program at Queens
United Middle School created a video in which they
discussed their reactions to the recent deaths of two
unarmed black men (above, a scene from the video).
It was shared multiple times on Twitter, including by
Chris Caruso, a prominent education advocate.
"Everybody was proud to say what they had to say
without having to hesitate," said seventh grader Tori
Wesley, whose passionate speech about racial justice
was one of the video's highlights.





Chris Caruso
@ccaruso1

Check out Queens United/ @ChildCenterNY 6th & 7th graders reflect on #blacklivesmatter Powerful! Gr8 work @mbadgley22

After the Storm, Rebuilding Together

After Hurricane Sandy devastated the gym at The Child Center's Beach 41st Community Center, site director Nathalie Louis (at far left in photo, right) and her team were determined to bring it back. Working with Rebuilding Together NYC, Council Member Donovan Richards (in photo, cutting ribbon), NYCHA, Darryl Rattray at DYCD, and community volunteers, they completely renovated the floor and painted the walls the blue of the neighboring ocean. Today, the gym is once again bright and bustling with activity: a welcoming space for the neighborhood's young men to play basketball and a much-needed common area for children and adults alike.





We believe in THE POWER OF RELATIONSHIPS.

We know we are strongest and most successful when we work together, encourage each other, and draw on each other's strengths. That knowledge is at the heart of everything we do, from our whole-family counseling, our peer mentoring programs that build confidence and teach responsibility, our partnerships with community-based organizations, our classes and home visits

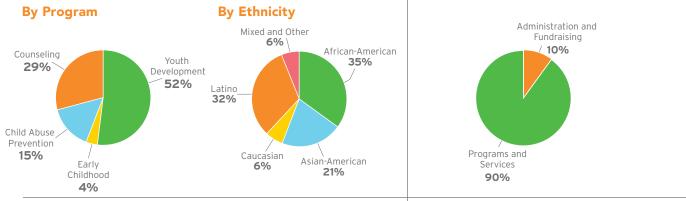
that help parents support and nurture their children, and our community centers that are welcoming hubs of activity for entire neighborhoods. In every part of our work we collaborate, advocate, and partner, to strengthen the people, families, and communities that are the foundation of a healthy world.

Statement of Activities and Changes in Net Assets For the year ended June 30, 2014 (with Summarized Totals for 2013)

	Totals	
	2014	2013
Revenues:		
Contract and grant services	\$22,837,924	\$20,202,075
Patient services, net	9,781,787	10,944,125
Contributions	1,113,184	669,041
In-kind contributions	739,794	712,909
Fundraising, net of direct expenses of \$266,721 and \$271,971, respectively	1,039,803	918,343
Other	7,117	1,607
Total revenues	35,519,609	33,448,100
Expenses:		
Program services	32,544,309	29,884,625
Supporting services	3,560,954	3,287,525
Total expenses	36,105,263	33,172,150
Change in net assets	(585,654)	275,950
Net Assets, Beginning of Year	593,009	317,059
Net Assets, End of Year	7,355	593,009

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

Who We Serve How We Spend Our Money



Thanks to Our Supporters

We are deeply grateful to the following corporations, foundations, and individuals whose generous gifts supported our life-changing programs in fiscal year 2014 (July 1, 2013 through June 30, 2014).



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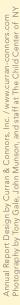
Special thanks to the New York City Council and the New York State Assembly for their generous support.

Special thanks to Saatchi & Saatchi Wellness for their generous help with our new branding and video.

Special thanks for the tribute and memorial gifts made in honor of the following people:

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