

ACCOMPLISHMENTS THROUGH INNOVATION



2015 Annual Report

INNOVATION [in • uh • vey • shuh n]

noun. something new or different introduced; the process of translating an idea or intervention into a service that **creates value**.

The Child Center of NY began in 1953 as a children's counseling center in Queens that served 88 young people. Today, we are a powerful community presence throughout NYC, serving more than 21,700 children—and their families—from birth to adulthood each year, with programs that engage them with school and help them become secure, capable, and confident. We've also expanded to support caregivers and whole communities. Our success is rooted in the firm belief that while protecting and supporting our children and families must always come first, innovation—thinking outside the box and *creating value* via replicable solutions—is not only possible, but also greatly beneficial in all the multifaceted work that we do.

From the executive level to our volunteers, we are all working creatively, with open minds and hearts, to help our children prosper.



Congratulations to Linda Rodriguez of @ChildCenterNY. Your work has helped make #NYC families stronger.



Child Center Associate Executive Director Linda Rodriguez was among the awardees recognized by NYC Council Majority Leader Jimmy Van Bramer at his Fifth Annual Hispanic Leadership Awards Ceremony.





Innovative Impact:

Community Schools

In 2014, Mayor Bill de Blasio appointed Child Center Associate Executive Director Deepmalya Ghosh to his Community School Advisory Board. Community schools help youth thrive in their own neighborhood schools by providing high-quality academic instruction; emphasizing family and community engagement; and offering a comprehensive range of services—including behavioral health—to students, families, and the entire community. The Child Center serves as the official community school lead for three schools, and we have a behavioral health presence in five others.

DEAR FRIENDS

At The Child Center of NY, we believe that every child has the right to be happy and secure. 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.

The two of us come from different backgrounds—with complementary experience in business and management—and while our leadership styles are different, we both care deeply about children and believe strongly in the mission of this agency. Individually, we have spent countless hours with clients, staff, volunteers, and supporters and couldn't be prouder of the teamwork that goes into every story we call a success.

We believe that it is possible, even necessary, to serve children and families with an eye toward creativity, flexibility, and innovation. The more open-minded we are in finding solutions to the problems that may hinder a child's ability to thrive, the greater the likelihood that we will produce measurable—and replicable—results.

Lately, we've been thinking even more about innovation and how we can be inspired to achieve our mission in more and more innovative ways. The truth is, we are already breaking new ground every single day in all of our program areas. At our Head Start programs, we teach academic concepts in ways that make sense to young children and get them excited about school. We encourage physical health through healthy eating initiatives such as raising vegetables in the classroom and engaging family participation. In an effort to remove the stigma sometimes associated with "mental health clinics," we've envisioned a future of "health and wellness centers," in which our clients will have the opportunity to visit "one-stop shops" that treat the whole child (and the whole family). It is not only the convenience that will benefit them; letting one aspect of a person's health and well-being inform another increases her capacity to be fully healthy and happy.

We constantly seek new partnerships, such as those with primary health care institutions and schools, so that we can offer our clients broader service and inform our own work more. The future of The Child Center will be strengthened by innovative collaborations and with help from supporters like you. The fact is, we are only as good as the alliances we forge, which is why we take such great pride in the way we have managed to develop and maintain contacts in all sectors who, like us, are constantly finding ways to be better and offer more to our constituencies.

We hope this report will be helpful to you and that you will feel free to share your thoughts and ideas with us, as we all work together for the children of New York.

Warmly,

Traci Donnelly

CEO and Executive Director

Richard Jay

Diek

President of the Board of Directors

RESULTS

Workforce Improvement Program:

100%

of juniors were promoted to 12th grade.

95% of seniors graduated.

82%

went on to college.

12%

are working part- or full-time.

S. Jamaica Parent-Child Home Program:

30%

increase in positive changes in children's behavior.

50% increase in parent-child positive interaction.

Home-Based Crisis Intervention Program:

For children at serious risk of psychiatric hospitalization, only one child was hospitalized, for a prevention rate of

99%.

Juvenile Justice Program:

For teens at high risk of out-of-home placement,

92%

of clients were able to remain with their families.

NEW INITIATIVES

- The Child Center joined with Major League Baseball and community members to form Far Rockaway RBI (Reviving Baseball in Inner Cities), bringing little league baseball—and the values of teamwork, sportsmanship, fitness, and perseverance that go with it—back to the peninsula, where it had been missing for years. In addition to attending regular practices and games, many of the 130 participants, ages 6 to 14, got face time with MLB coaches, players, and other personnel from the New York Mets who spoke to the young players about everything from practice scenarios to the dangers of performance-enhancing drugs.
- In spring 2015, we began offering the Parent-Child Home Program to low-income families with toddlers. This national literacy and parenting model gives parents the knowledge and resources to build school readiness where it starts: the home. Trained specialists provide free books and toys—along with guidance on using them—and educate parents about their toddler's development. Extensive scientific research consistently finds that this model significantly improves parent-child interactions, increases school readiness and later school success, and reduces risks of abuse and neglect—so much so that it has been recognized by the White House as an official Bright Spot in Hispanic Education.
- A strong presence at August Martin High School for years, we now serve as community school lead. AMHS has faced low attendance and a graduation rate of about 25%. But the unique connection between Child Center staff and the school's administration is allowing for joint strategizing on student performance, attendance, and behavioral health issues. Program Director Saran Shields, who conducts home visits when students regularly don't show up, and Assistant Director Frances Keogan utilize a data sorter tool linked to all Department of Education systems, which gives concrete outcomes and alerts on attendance. The Child Center also helps students' families, linking them to such resources as housing and counseling. On the academic front, we are working toward full accreditation of the school's specialty tracks, such as aviation and culinary arts, that get students excited about—and prepared for—fulfilling careers.

INNOVATION THE WHOLE CHILD

Our staff and supporters understand that children are not just the sum of their problems. If a child is failing in school, we do more than provide tutoring—we get to know the child's family, school environment, and place in the community. We offer services that support his cognitive, social-emotional, and physical well-being, as well as services for parents and other caregivers.

Our four program areas—early childhood education; behavioral health; prevention and family support; and youth development—work together and separately to meet the needs of the whole child and entire family. For example:

- Each child at our Head Start centers is assigned a family service worker. The service worker might recognize risk factors for abuse and refer the family to a Prevention and Family Support program, where the parents receive guidance on confronting challenges in a safe and constructive way—now and in the future.
- At our afterschool programs, tutoring and homework help are complemented by enrichment activities such as drama, robotics, and other STEM (science, technology, engineering, math) opportunities. Students may participate in specialized groups for behavioral health issues, such as social skills building or anger management, or receive a referral to our behavioral health services.
- A teen in therapy at one of our clinics may also get help in applying for an internship; the clinician may provide guidance to her parents on how to advocate for special services in their child's school.

We know that caring for children holistically is the key to ensuring they approach school ready to learn, and begin life ready to grow and thrive.



Child and Family Nutrition Program

Given today's childhood obesity rates, it is more vital than ever to instill healthy attitudes toward eating and exercise from the beginning. Our Child and Family Nutrition Program, offered at our Woodside and Manhattan Head Start locations, achieves this goal on a variety of fronts: guiding children in preparing and trying healthy foods in the classroom; a focus on movement activities; participation in food shares from upstate organic farms through an initiative called "Farm to Preschool"; and training parents to support healthy habits at home.



■ ALAINA:

At our Preventative Program at the Hank Auffarth Family Center in Elmhurst, we had a 91.2% success rate in preventing re-abuse in the first six months of the year. One of the children in the program was Alaina, who came to HAFC through a referral from a foster care agency after being reunited with her mother. Within two months, Alaina's mother met all of the goals she had set with her case planner: Alaina was attending school regularly, the two of them were living in a harmonious relationship, and Alaina's mother was accessing her own support services, such as domestic violence and mental health programs. Alaina's mom feels more equipped to raise her children in a safe and nurturing environment, and Alaina feels safe, secure, and loved.









◆ CHRISTOPHER:

Christopher was referred to the South Jamaica Parent-Child Home Program because his expressive language was minimal and his mother, Andrea (middle), was overwhelmed by his intense tantrums. Trained home visitor Tauana Goins (right), a South Jamaica native, discovered that while Christopher lacked expressive language, he understood everything, which helped guide her support for the family. As visits continued, Christopher began using more language and regulating himself appropriately. His learning soared, and Andrea now feels more confident in her parenting.





▲ HEAD START PROGRAM:

At our Woodside Head Start program, children celebrated and performed during their "Moving On" ceremony at the end of the school year. Our curriculum helps ensure children are ready for the next step in their education: By spring, 100% of four-year-olds met or exceeded expectations for literacy development, up from 21.43% in the fall; 100% of three-year-olds met or exceeded expectations for math development, up from 12.5% in the fall; and 96% of three-year-olds met or exceeded expectations for social-emotional development, up from 22% in the fall.

INNOVATION FIGHTING STIGMA

A commitment to mental health is embedded in everything we do. But the stigma attached to mental health services prevents many children and families from getting the help they need.

The Child Center breaks this barrier in innovative and effective ways. Since 1993, our Asian Outreach Program has connected with troubled Asian children and families through staff who are a part of their community—friendly faces they see at their schools, houses of worship, and around the neighborhood.

In 2015, we built on the concept behind the Asian Outreach Program's success with the development of school-based mental health clinics in community schools. By seeing our clinicians in school each day, students who might refuse to go to a clinic are learning to trust and accept therapy as part of their education, rather than a cause for shame. Because The Child Center has deep roots in behavioral health services, several other community-based organizations have reached out to us, and we are now providing clinics at a total of eight schools. These clinics also serve the community at large, making The Child Center an important health care provider in underserved neighborhoods.

We are investing in multi-service sites, which offer behavioral health along with other services that have less stigma attached to them, and which increase retention rates by not requiring clients to travel to different facilities. For example, our South Jamaica site offers mental health counseling, adolescent youth empowerment programs, and a tele-visiting program Our plans for the future include health and wellness centers where families can receive care and guidance on everything from vaccinations to nutrition to behavioral health. By integrating services, we can care for our clients holistically, addressing their physical, mental, and emotional health. This move toward the "one-stop shop" not only addresses the stigma factor, but also gives clients the best chance for positive outcomes and aligns closely with the direction that health care is taking, both on the national and state levels.

We are especially proud that we are offering these services in some of the toughest neighborhoods—places where crime is high, gang activity is widespread, opportunity is lacking, and the services that can address those issues are nowhere to be found. In this way, The Child Center is helping to replace a cycle of poverty and despair with a cycle of opportunity and hope.



Why are our Beacon students from Far Rockaway taking a #selfie on the red carpet? Thanks to the Tribeca Teaches program, their film "What If" made its big debut at the Tribeca Film Festival!









@nellbernstein We use multisystematic therapy and functional family therapy @ChildCenterNY and have seen very positive results.

@traci_donnelly @ChildCenterNY These programs truly seem to be the answer. Why are they exception? Thank you for your important work.

Nell Bernstein, author of Burning Down the House: The End of Juvenile Prison, mentioned several effective youth therapies in a National Public Radio interview. Our CEO and Executive Director Traci Donnelly tweeted with her about the results The Child Center has seen with those methods.



◆ PATRICE:

We provide support to youth and adults struggling with addiction through our NYS Office of Alcoholism and Substance Abuse Services Part 822 Substance Abuse Clinic. Services include screening, evaluation, and assessment; individual, family, and group counseling; and psychiatric services, including medication management. Patrice, a substance abuse client, says that coming to the Jamaica Family Center gave her the confidence she needed to go for her "dream job." Now, despite initially fearing sexual harassment, she is an excavator for her local union. An early schedule allows her more time with her three children, who are currently in foster care.





■ DAVID:

David, an Asian Outreach client, with his therapist, Dr. Anderson Sungmin Yoon. David began therapy through the Asian Outreach Program because he wouldn't speak to anyone outside of his family. Now he is able to engage in class discussion, make friends, and even speak publicly, including at a Child Center press conference.



Cultural Competence

Our staff speak 22 languages collectively, but our strength lies not just in the numbers; it's the fact that the staff who speak the languages are from the same neighborhoods and have faced the same issues as our clients. That creates a sense of empathy and trust that paves the way for real communication and progress. It's a major reason so many children and families feel comfortable coming to us.

INNOVATION—PARTNERS & INDIVIDUALS

A FEW OF OUR SUPPORTERS

RUSSELL L. CARSON

A dedicated supporter for many years, Russ managed to find new ways to support The Child Center in 2015: He established a generous match challenge, matching any gift up to \$1.5 million. He also initiated a partnership between The Child Center and New York-Presbyterian Hospital to offer behavioral health services in the neutral space of a respected primary health care facility, a service we hope to launch in 2016. We couldn't do it without our individual supporters.





Staff member Kay Howard was the recipient of the inaugural Russell L. Carson Visionary Award, given to staff members who display innovation and dedication in their work. "Kay is someone who will believe in you when you have lost all hope," said one of her students. Howard, who coordinates tutoring in the afterschool program at the Community School at M.S. 72 Basie Beacon, responded to the honor by calling herself just "one part of a whole network that is functioning strategically and effectively to make a holistic difference for kids who are struggling."

NYC SCHOOLS

Students in the public education system spend much of their waking hours at school. That's why we forge strong relationships with the NYC Department of Education, as well as with administrators and educators at the schools we serve. Joining forces with individual schools helps make our many school-based initiatives a success. We couldn't do it without our partners in education.

THE CITY OF NEW YORK

Our city representatives ensure funding for programs in every area—from domestic violence prevention to early childhood education. We also work closely with the Department of Youth and Community Development to fund our Beacon and Cornerstone community centers, afterschool programs, and other youth development initiatives. But our partnership goes beyond funding to collaboration on the grassroots level. In 2015, we joined with the Queens borough president's office by serving on the Jamaica Now Leadership Council to tap the community's economic and human potential. We've also worked with DYCD and other city departments, including Administration for Children's Services, to train child protection workers, provide health insurance to underserved families, and offer youth jobs that teach important life skills. **We couldn't do it without our partners in government.**

ROBIN HOOD

Our Single Stop program serves people throughout the community, providing free counseling on entitlements, health insurance, financial management, social services, and legal services; our staff enroll people in SNAP ("food stamp") and health insurance plans on site. The program is funded by Robin Hood, in partnership with other NGOs, including Food Bank for New York City. We couldn't do it without other like-minded organizations.

FINANCIAL HIGHLIGHTS

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

For the years ending June 30, 2015 and June 30, 2014

	Totals	
	2015	2014
REVENUES:		
Contract and grant services	\$ 27,794,559	\$ 22,837,924
Patient services, net	8,780,932	9,781,787
Contributions	3,531,124	1,113,184
Fundraising, net of direct expenses of \$251,788 and \$266,721, respectively	889,300	1,039,803
In-Kind contributions	1,137,433	739,794
Other	211,664	7,117
Total revenues	42,345,012	35,519,609
EXPENSES:		
Program services	36,794,038	32,544,309
Supporting services	3,657,546	3,560,954
Total expenses	40,451,584	36,105,263
Change in net assets	1,893,428	(585,654)
NET ASSETS, BEGINNING OF YEAR	7,355	593,009
NET ASSETS, END OF YEAR	1,900,783	7,355

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



Innovative Leadership:

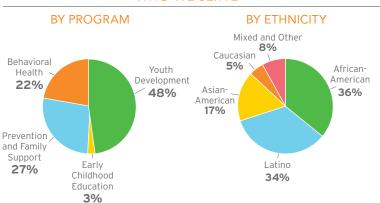
For the third year running, The Child Center of NY's WIA program, managed by Eric Torres, received an "Excellent" Program Quality Monitoring Tool rating by the New York City Department of Youth and Community Development. WIA, from the Workforce Investment Act of 1998, aimed to increase occupational skills, employment, retention, and earnings for individuals in or potentially in the workforce. WIA is currently transitioning to WIOA, after the Workforce Innovation and Opportunity Act signed in 2014. We couldn't do it without our dedicated staff.

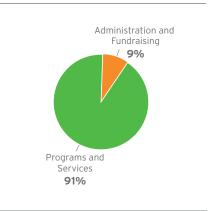
THANKS TO ALL OF OUR SUPPORTERS

We are deeply grateful to the following corporations, foundations, and individuals whose generous gifts supported our life-changing programs in fiscal year 2015 (July 1, 2014 through June 30, 2015).



HOW WE SPEND OUR MONEY





\$250,000+

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\$100,000+

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Photograph by Jon Nissenbaum



Our senior management team, from left: Jennifer Dudley, Stephen Donowitz, Traci Donnelly, Lisa Glass, Deepmalya Ghosh, Linda Rodriguez, Chuck Caputo, and Jaime Angarita

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