



# SERVING THE UNDER-SERVED WHERE THEY ARE

2019 ANNUAL REPORT



**THE CHILD  
CENTER OF NY**

Strengthening Family. Building Community.



FY 2019 was the year of the multiservice site at The Child Center. People of all ages know they can come to one place, close to home, to lift up their families and communities.



## Dear Friends:

The Child Center served a remarkable 37,000 individuals this year. We'd like to start by telling you about just one. She is a young mom, full of hope, bringing her 3-year-old son to our Head Start program. She doesn't want her son to grow up to be a high school dropout like she was, or have a future defined by drugs or incarceration, like far too many young people in her neighborhood. She wants, as we all do, for her child to go as far as his own abilities can take him, and she figured it would start with a top-notch preschool education.

He got that at our Head Start program — but, like all our children, he got so much more. Because the truth is, no child can focus on the morning's phonics lesson when he's starting the day on an empty belly, or lives in a family or community plagued by violence. So we make it our mission to address those things, too.

In FY 2019, we launched an innovative screening tool to identify the socio-economic factors — known as “social determinants of health” — affecting each family's well-being. Developed in collaboration with Northwell Health and with support from The New York Community Trust and the Altman Foundation, it's called the Health and Well-being Questionnaire (CC-HWQ), and it helps us make good on our promise to care for the whole child and entire family. For example, if the questionnaire reveals that a client in therapy with us has a child who stays home alone after school, we can invite them to enroll that child in one of our after-school programs. When another organization is better equipped to help, we refer them; when government services are needed, we advocate for them; and when relevant services are nowhere to be found in a neighborhood, we build them.

That's why in FY 2019 we devoted considerable time, resources, and heart into developing multi-service sites: one single place that can meet the multiple needs of each child and family and help them lift up their community in the process. In the following pages, you'll learn about the amazing, varied, and life-changing services these “one-stop shops” offer. And because we hold ourselves accountable for our results, you'll see statistics that show our efforts are working.

Together with a skilled and passionate staff, your support is what makes these results possible — and it's what's giving that 3-year-old boy a real chance for the future his mom is working so hard to give him.

Warmly,

**Traci Donnelly**  
Chief Executive Officer

**Dick Jay**  
President of the Board of Directors

P.S. Since this is our 2019 Annual Report, it does not address how COVID-19 has dramatically affected all our lives, including at The Child Center. Please know we have been highly proactive in addressing this crisis for our families, as you can see on our website, [childcenterny.org](http://childcenterny.org). More details on page 9.



The Child Center of NY is now serving  
more children, families, and adults  
than ever before:

**37,000**  
IN FY 2019

*We are in more locations, serving clients throughout  
New York City and Long Island. We offer services to  
all clients right in the communities where they live.*



**ROCKAWAY  
COMMUNITY CENTERS**  
*The Rockaways, Queens*  
Page 4



**JAMAICA FAMILY  
WELLNESS CENTER**  
*Jamaica, Queens*  
Page 6



**EARLY CHILDHOOD  
EDUCATION CENTERS**  
*Manhattan and Queens*  
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**HOME VISITING  
PROGRAMS**  
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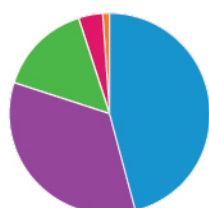
# Financial Highlights

## Statement of Activities and Changes in Net Assets

For the years ending June 30, 2019 and June 30, 2018

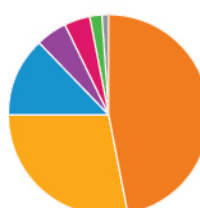
	Totals	
	2019	2018
<b>REVENUE AND SUPPORT:</b>		
Contracts and grants revenue	\$ 40,224,862	\$ 36,708,525
Patient services revenue, net	13,728,282	12,676,044
Contributions	456,389	648,737
Fundraising, net of direct expenses of \$244,757 and \$206,992	1,009,195	662,452
In-kind contributions	703,236	958,647
Other income	73,367	178,495
Total revenue and support	56,195,331	51,832,900
<b>EXPENSES:</b>		
Program services	48,511,901	44,697,811
Supporting services, management and general	7,135,994	6,127,765
Supporting services, fundraising	314,187	527,086
Total expenses	55,962,082	51,352,662
Excess (deficiency) of revenue and support over expenses	233,249	480,238
<b>NON-OPERATING ACTIVITY:</b>		
Legal settlement	—	625,000
Change in net assets	233,249	1,105,238
<b>NET ASSETS:</b>		
Beginning of year	3,908,536	2,803,298
End of year	\$ 4,141,785	\$ 3,908,536

To see our complete audited financial statement, please visit [www.childcenter.ny.org](http://www.childcenter.ny.org).



### Who We Serve by Program

- 46% ● Child Abuse Prevention and Family Support
- 34% ● Youth Development
- 15% ● Behavioral Health
- 4% ● Early Childhood Education
- 1% ● Health Homes and Integrated Care



### Who We Serve by Ethnicity

- 47% ● Hispanic or Latino
- 28% ● Black/African American
- 13% ● Asian
- 5% ● Mixed and Other
- 4% ● Caucasian
- 2% ● Did Not Disclose
- 1% ● Pacific Islander

Programs and Services: 87%; Administration and Fundraising: 13%.



The Child Center of NY mission is to strengthen children and families with skills, opportunities, and emotional support to build healthy, successful lives. We serve children from birth to adulthood, in some of the most under-served New York neighborhoods, with innovative, evidence-based programs in five inter-related areas:



“

The Child Center’s Cornerstone Community Center is right across the street from where I live. As a working mom and college student, this means the world to me.

You wouldn’t believe how many programs my daughter and I have been able to get there — and how much better off we are because of it.

”

– Antoinette, Client of Beach 41st Cornerstone Community Center

Read Antoinette’s full story on the following page.

## Spotlight On:

# Rockaway Community Centers

FY 2019 marks the 20th anniversary of The Child Center's Youth Development division, which began with a single Beacon Community Center\* in Flushing, Queens. "The idea was to create an all-purpose center, open and free of charge to the community, for recreation, arts, afterschool — all different things — for all ages," explains Deep Ghosh, now our Senior Vice President, External Affairs and Community Engagement. "We especially engaged harder-to-reach youth, like those with low-level gang activity, providing attractive alternatives. We made our community centers a place kids wanted to be."

Twenty years later, The Child Center now operates nine community centers in some of the most under-served NYC neighborhoods, including four

on the deeply under-resourced Rockaway peninsula. These centers strengthen children's lives and futures through afterschool programs that include tutoring and homework help for families who otherwise would be unable to afford them. The program's enrichment activities, such as culinary arts, STEM, and book clubs, allow youth to explore their strengths and experience the confidence that comes from working hard and excelling at something. In other words, we don't just ask youth to say no to things like drugs and gangs; we give them something to say yes to.

We also realize that children do not grow in isolation and need strong families and communities. That's why when we begin partnering with a

## Antoinette

Antoinette thought the Beach 41st Cornerstone Community Center\* was just a nearby place where her elementary school-age daughter could be supervised after school. The Far Rockaway resident soon learned the center offered much more. She'd been wanting to go to college and improve her career prospects but didn't know where to start. She discovered that the center had a GED program and computer lab that offered a course in Microsoft Office. She enrolled in both and earned her GED and Microsoft certification. She's now studying criminal justice at LaGuardia Community College.

At the same time — and place — her daughter, also named Antoinette, got much more than supervision. Young Antoinette had been experiencing frequent outbursts at school that were affecting her academics and attitude toward her education. Center staff let her mom know that Beach 41st has an on-site social worker, Tabatha Ferrer, LMSW, who could meet with young Antoinette while her mom studied. Antoinette had considered therapy for her daughter before, but now it seemed realistic. She enrolled her daughter for weekly sessions. Young Antoinette's outbursts now are nonexistent at school, which has made a big difference. "She hated school," her mom says. "Now she can't even pick her favorite class. ... The homework help at the center has led to improvement in math, her most challenging subject. She's very engaged now, which makes me happy."

Young Antoinette is happier, too. "I like to play in the gym at the center and do art projects ... and Tabatha talks with me about things that bother me. She helps me stop getting angry and come up with solutions."



*Antoinette with her two children. Her son will enroll in the center's programming next year.*



community, we meet with residents of all ages to understand what they want in their center. We are consistently met by people who love their community and want the opportunity and resources to strengthen it: adults who want to learn 21st century skills; children who want a safe place to play; and parents who love their children and want for them a life defined not by terrifying statistics, but by a future of possibility. Our job is to help create the environment for all these things to thrive.

We've come a long way in the last two decades, and our community centers have evolved, but their purpose remains the same: to give people living in the toughest of circumstances the tools and guidance to make the most of their lives and communities. Here's to another 20 years!



## SERVICES OFFERED

- Afterschool programs and summer camps
- Teen enrichment and leadership development
- Seniors programming
- Adult enrichment and career-building classes
- Mental health services
- Physical health education and workshops through Northwell Health
- Tele-visiting program for incarceration-involved families
- Volunteer opportunities
- Mentoring
- Violence prevention
- Recreational and community-building activities for all ages



In our first year piloting the **Child Center Health and Well-being Questionnaire (CC-HWQ)** in the Rockaways to determine families' unmet needs:

**266**  
clients completed the questionnaire

**148 (56%)**  
were found to have unmet needs

**101 (68%)**  
reached out for services to meet those needs



**NYC**  
Department of  
Youth & Community  
Development

*\*Beacon and Cornerstone Community Centers are located in critically under-served areas. They receive funding from the NYC Department of Youth and Community Development and are operated by community-based organizations like The Child Center. Cornerstones are located in NYC Housing Authority developments.*



## Spotlight On:

# Jamaica Family Wellness Center

In a neighborhood where quality services are scarce, the JFWC offers high-quality and comprehensive services for the whole family, delivered in the languages community members speak by a multilingual, multicultural staff. We treat mental health, physical health, and substance use issues for all ages under an integrated license from the New York State Office of Mental Health (OMH) and Office of Addiction Services and Supports (OASAS). Our goal is to improve the overall quality of care by treating the person — and family — as a whole.

This is more than a convenience for our families. Juggling multiple jobs and children and living at or below the poverty line, they cannot easily take time off from work and buy MetroCards to travel to multiple sites, for services in a language they don't understand. In FY 2020, we will expand and renovate this site so that we can serve even more families in a space that reflects the belief that our clients deserve the best experience when they come to us for care.



## SERVICES OFFERED

- Mental health counseling, including individual, group, and family therapy for all ages
- Licensed Integrated Outpatient Services for adolescents and adults
- Early Childhood Mental Health Initiative for children 0-5 and their families
- Addiction treatment, including a specialized program for pregnant women and mothers of young children
- Domestic violence services
- Diversion program for court-involved youth
- Social services advocacy
- Educational and vocational supports
- Internships for young people with a mental health diagnosis



In our **diversion program for children and teens** referred to us by family courts, future court involvement and foster care placement were prevented for **264** out of **266** participants, for a prevention rate of **99.25%**.



## Latoya

When Latoya's daughter was in treatment here for a substance use disorder, Latoya began seeing Aracelis Cabrera, LMSW, CASAC, to help with the painful challenges associated with having a loved one struggling with addiction. She was surprised when Cabrera also helped her secure stable housing for her family, who had been living in shelters for two years.

As Cabrera learned more about Latoya's family, she became concerned with Latoya's 12-year-old son, Dwane. The uncertainty in the family had taken its toll on Dwane. He was getting into trouble at school and even had been suspended from riding the bus. Cabrera connected him to on-site therapist Margarita Carrera, LMSW, who discovered Dwane suffered from undiagnosed ADHD. She worked with the center's psychiatrist to offer holistic care that involved medication, one-on-one therapy, a children's social skills group, and working with Latoya to ensure her already loving parenting was consistent and responsive to Dwane's development. Latoya says she cannot believe how far the family has come. Her daughter is sober and has a fulfilling job. Her son's behavior is continually improving. And Latoya feels better able to meet her challenges — and her son's — than she ever thought possible.

Spotlight On:

## Early Childhood Education Centers

Our early childhood education centers provide a first-rate education and the services families need to thrive physically and emotionally. On the academic front, many of our children face unique challenges: life below the poverty line, parents who don't speak or read English, homes without a single book. Our staff members, many of whom hail from the same neighborhoods as their clients, are skilled in teaching these children in ways that make sense to them and get them excited about school. Because of our success, our programs have been recognized by National Head Start as a model for implementing best practices for dual-language learners.

Our families also commonly lack access to quality physical and mental health services. We therefore screen for issues such as trauma and domestic violence and provide counseling by licensed mental health professionals for parents and children when needed. Northwell Health pediatric residents and pediatricians provide workshops, consultations, and physical examinations, free of charge, for children at our Corona and Woodside Early Head Start and Head Start programs.



### SERVICES OFFERED

- Nationally recognized Early Head Start and Head Start programs for infants, toddlers, and preschool children from low-income families
- Curriculum aligned with national Head Start standards and New York State Early Learning Guidelines and Common Core Standards for Pre-K
- On-site licensed social workers
- "Farm to Preschool" and obesity prevention programs
- Family workshops and parenting groups
- Primary medical care services
- Home-based services for children 0-3 and center-based programs for children 3-5



### ESCALERA HEAD START

By spring, **100%** of 4-year-olds met or exceeded widely held expectations for language development, up from **53%** in the fall.



## Christopher

On November 21, Diana, a mom of three, rushed her 7-month-old son Christopher to the hospital because he was having difficulty breathing. He was diagnosed with RSV bronchitis and spent three days in the hospital. Diana was grateful for the care her son received but left the hospital feeling anxious about the medication — including albuterol and steroids — she was to give her son. She didn't understand what each one was for, or what the risks might be. She confided in Sandra Quizhpi, the family worker at Christopher's Early Head Start program, and was relieved when Quizhpi offered consultations with Northwell residents, Ignacio Contreras and Prachi Baodhankar, and our on-site nurse, affectionately known as Nurse Fran. After a one-hour conversation, Diana felt more equipped to care for her son's current and ongoing conditions and followed up with the residents and Nurse Fran regularly. "Speaking to them helped me better understand Christopher's health situation," says Diana. "I trust them and know they care about my son."



Christopher and his family at our Head Start center in Corona, where his sister is a student.



Spotlight On:

## Home Visiting Programs

Sometimes the multiservice site is not a site at all. Our home visiting programs are the epitome of this idea. These programs serve youth who are considered at high risk for hospitalization, residential psychiatric care, and/or foster care placement. Many of these young people have multiple chronic conditions (such as asthma and obesity) or SED (serious emotional disturbance). They also face concerning social determinants of health, such as lack of adequate housing. Our home visiting staff work on all these issues. We deliver services right in the client's home, where the client needs to be, and we work with everyone in the child's world — from teachers to health care providers and everyone in between. We also work with families on goal-setting and self-advocacy, which has two benefits: It brings them closer to living the healthy, fulfilling lives they envision; and their successes demonstrate that they can take steps to make their lives better, that their situation is not hopeless, and they can live a “normal” life. We never give up on these children or consider it too late to intervene — and we make sure young people don't give up on themselves.



### SERVICES OFFERED

- 24/7 intensive home-based interventions
- In-home therapeutic services, psychiatric support, and treatment
- Case management
- Coping skills and self-advocacy training
- Vocational and academic support
- Advocacy for and linkages to other services
- Management of coordination and communication among providers, so that services are not duplicated and needs are not neglected

**98%** of clients were able to remain in the home and did not require a higher level of care — even with the toughest, most high-risk cases.



### Daniel

Daniel's first introduction to The Child Center was through the school-based mental health clinic at his school. He began therapy there with Child Center therapist Juana Subi, MHC-LP, to deal with the PTSD he experienced after a childhood plagued by violence in his native Colombia. Subi referred the high school senior to Health Homes, a Child Center home visiting program, where Program Director Esperanza Torres helped him meet goals that he thought he could never achieve. For example, when Daniel told her he wanted to be a doctor, she helped him enroll in a CPR class, which he successfully completed. She also helped him secure employment, which helped financially and with job skills and confidence. She followed up with his teachers to make sure he was doing well in school and could achieve his goal of starting college in September.

Daniel graduated high school last June and began attending Medgar Evers College in the fall.



# In Summary ... and Looking Ahead

The Child Center is more committed than ever to serving whole families and communities where they are, with what they tell us they need, in ways that meet the times.

As we go to press, we are in a new fiscal year and in the midst of the COVID-19 pandemic. Our hearts are broken for the incredible loss to our nation, our communities, and our clients, who are among the hardest hit.

If we'd written this page on the first day of FY 2020, we would have filled it with plans for the year ahead: the expansion and renovation of our Jamaica Family Wellness Center; the opening of the first-of-its-kind NYPD Community Center; and the expansion of our work with the culinary program at August Martin High School, where our partnership with renowned television host, cookbook author, and restaurateur Lidia Bastianich is enhancing students' skills, experience, and hope for the future.

We are pleased to report that most of those efforts have already become reality. We also have taken on new challenges and met previously unimagined new needs as a result of the pandemic, which has brought to light disparities that have long been with us, and at which The Child Center of NY has been working to eliminate — one child, family, and community at a time — since 1953.

We hope this report has given you a good idea of what we have accomplished, and how our core commitment to innovation and to the children and families we serve will propel us to keep making a meaningful and measurable difference.



## What's New in 2019

### CFTSS Program Launch

The Child Center launched a new home visiting program to provide clients facing the toughest mental health challenges with in-home therapeutic services, psychiatric support and treatment, and skill-building services, as well as aid with self-advocacy. In its first year, the program served 73 young people in Queens, Brooklyn, and Long Island.

[childcenterny.org/home-visiting/](http://childcenterny.org/home-visiting/)

### Early Head Start Expansion

The Child Center was awarded a federal grant to create two new Early Head Start programs for children 0-3. Children also participate in our ParentChild+ literacy and parenting program and in Head Start when they turn 3, allowing a birth-to-5 program model for children who are among the most under-served in NYC, including children who live below the poverty line, are the children of immigrants, and those who are homeless or in foster care. The programs are in Astoria and Woodside, and each serves 50 families.

[childcenterny.org/early-head-start-astoria-woodside/](http://childcenterny.org/early-head-start-astoria-woodside/)

### Mets Playground Build

The Child Center joined with KABOOM!, Workforce Housing Group, NY Mets Foundation, and other community partners to transform an empty site in Far Rockaway into a kid-designed, state-of-the-art playground, providing a great, safe neighborhood place for children to gather and play.

[childcenterny.org/far-rockaway-playground/](http://childcenterny.org/far-rockaway-playground/)



# Thank You to Our Supporters

The Child Center of NY is deeply grateful to the generous individuals, foundations, corporations, and other entities who made it possible for us to serve so many children, families, and communities in fiscal year 2019 (July 1, 2018-June 30, 2019).

## \$250,000+

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## \$100,000+

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*Photos from our 2019 Annual Gala. From left to right: Our client speaker, Davier, with his grandmother; the Elite Drummers of our program at the Preparatory Academy for Writers; and Event Co-Chair Jessica Fontana with Event Host Lidia Bastianich.*

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*Supporters Amy Rappaport (left) and members of the Insurance Industry Charitable Foundation (right, with Sesame Street character Elmo) visited our Ficalora Family Foundation Head Start in Woodside.*

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

We are especially grateful to the following elected officials for supporting The Child Center of NY with discretionary program funding in FY 2019:

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Melinda Katz



(Above) Members of our senior management team: Yehica Marcano, Linda Rodriguez, Leon Greene, Deepmalya Ghosh, Sonia Banks, Anderson Sungmin Yoon, Steve Donowitz, Robert Cizma, and Pamela Gubuan.

(Left) NY Mets Owner Fred Wilpon; John Fitzgerald and John Crotty of Workforce Housing Group; and Child Center CEO Traci Donnelly at a playground build in Far Rockaway (see page 9 for details).

(Right) Gala Honoree and Board Member Jennifer Milacci.



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## THE CHILD CENTER OF NY OFFERS A HOLISTIC, FAMILY-CENTRIC APPROACH TO LIFTING UP UNDER-SERVED YOUTH AND COMMUNITIES.

Our mission is to strengthen children and families with skills, opportunities, and emotional support to build healthy, successful lives. We hold ourselves accountable for our results, using methods that are proven to make a difference.

Our programs are located in the communities we serve, with staff who collectively speak two dozen languages and understand the challenges our clients face. Recognizing that children do not grow in isolation, we provide services to whole families and the larger community. We know that with the right opportunities and support, children and adults of any background can reach their full potential.



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