

2021 ANNUAL REPORT

# RESPECT AND TRUST IN THE COMMUNITY

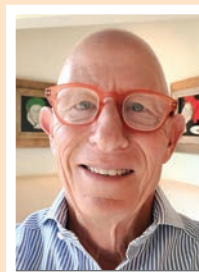


**THE CHILD  
CENTER OF NY**

Strengthening Family. Building Community.

# DEAR FRIENDS,

We are sure we all imagined that 2021 would have looked different, and this report would be written from a pandemic-free vantage point. Yet once again, we were operating in a difficult and uncertain environment. The good news is that this time, in 2021, we knew more; we had the benefit of vaccines and boosters; and we had a year of experience. In 2020, we suspected we were up for the challenge; in 2021, we knew we were.



As we reflect on our year, we look back with pride on the lives we impacted so positively during such a difficult time. We see how The Child Center of NY grew and showed up when and how we were needed most.

Respect and trust in the communities we serve isn't just the theme of this year's book—it's the cornerstone of all that we do. It's how we are able to make a profound impact, over the last year and for the last 70 years. **We at The Child Center trust families and communities to know what they need to break the cycle of poverty and create better lives for themselves and their children. Our approach is to center their vision and needs (as they understand them); and our role is to provide the services and support to make their vision reality.** Just like any community or group of people, the communities we serve are comprised of people with their own unique challenges, perspectives, strengths, and goals, and we tailor our services to each one. It's a dynamic, culturally responsive model, and that's what we specialize in at The Child Center.

In addition, we make sure that we not only serve communities, but that we are also an *integral part* of them. We live, work, and hire in the neighborhoods we

serve. This makes a difference in building trust both ways, and it has propelled us on a path toward peer-driven change, where community members support and learn from each other.

Because of the amazing Child Center team—our dedicated employees—we have learned and accomplished so much. Together, we have created new initiatives, new ways of doing business, and most importantly, served more clients and communities—and are serving them better and more cost effectively—than ever. This work is not easy, but that has never stopped us before, and we all know that the most impactful and meaningful moments rarely are easy.

**In fiscal year 2021 (July 1, 2020-June 30, 2021), The Child Center supported an astonishing 43,561 New Yorkers** in achieving their goals for themselves, their families, and their communities. Thank you for being a partner in this legacy.

Warmly,

A handwritten signature in black ink that reads "Traci".

**Traci Donnelly**  
Chief Executive  
Officer

A handwritten signature in black ink that reads "Dick".

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





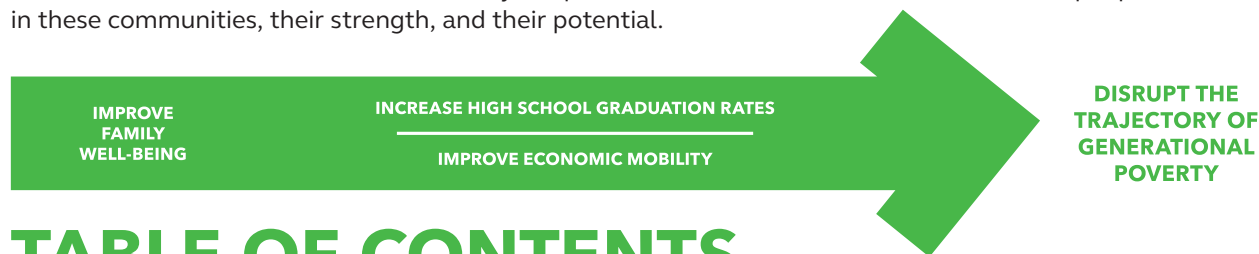
# ABOUT US

The Child Center strengthens children and families with skills, opportunities, and emotional support to build healthy, successful lives. **Our vision is to disrupt the trajectory of generational poverty.**

To inform our work, we listen, both to the folks we serve and to what data tells us is most critical to achieving better outcomes for individuals and society. With this approach, we have identified two key goals: **increasing high school graduation rates\*** and **improving economic mobility**. We can move the needle only in the context of strong communities and healthy families, which requires a holistic

approach to serving the whole person, entire family, and larger community. We are community builders, meeting unique needs across diverse populations. Our team collectively speaks **two dozen languages**, and most members are hired from within the communities where we work, to ensure we provide culturally responsive services, delivered in safe, inclusive spaces for folks of all ages and backgrounds.

The Child Center accomplishes this through **six program areas, 100 programs, 50 school and community locations, virtual programming, and in-home visits—in all five boroughs and Long Island**. For almost 70 years, we have helped New Yorkers overcome incredible odds to thrive emotionally, physically, economically, and academically. Since no one can thrive when they don't have enough to eat, access to medical care, or the right academic support, we address all those things, known as **social determinants of health**. We serve communities where families face dramatic obstacles, compounded and brought on by the living legacy of racial injustice. The Child Center's role is to clear the obstacles in their path so that our clients can determine their vision of success and sustain lives they are proud of. Our results are a testament to the people who live in these communities, their strength, and their potential.



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*\*Learn more about the importance of high school graduation rates: "Research Report: Escaping Poverty." Urban Institute, May 2017, <https://www.urban.org/sites/default/files/publication/90321/escaping-poverty.pdf>.*

*Child Center programs adhered to all applicable COVID-19 safety guidelines, including the wearing of face coverings by clients, employees, and anyone else at our centers, for the entirety of FY 2021. Some photos in this report show the challenges of mask wearing! We assure you that we took the guidelines seriously, enforced them, and used them as teaching moments when necessary.*





# ESSENTIAL NEEDS

## A NOTE ABOUT THE ONGOING COVID-19 PANDEMIC

In determining how best to serve a community, we start by listening to the people who live there and the Child Center team members who serve them directly. Well into the COVID-19 pandemic, we knew that families still struggled to pay bills, feed their children, and stay current in the workforce. Here's how we stepped up to serve.

## BENEFITS ACCESS

Our Benefits Access resource navigators connected **3,000 families** to SNAP (food stamps), health insurance, and other essential services, representing a **50% increase over pre-pandemic levels**.

## PIVOTING TO MEET NEEDS

Community Schools, Cornerstone and Beacon Community Centers,\* and other afterschool programs pivoted to address food insecurity, a top concern for our families. With food provided by the NYC Department of Education, local restaurants, and other community partners, our programs organized food pantries and distributed **15,000 meals, food bags, and other food items**. Team members also pivoted to become essential caseworkers, reaching out to families to assess needs—from technology to medical care—and connecting them to services. Early Childhood centers distributed **143,984 diapers and wipes**, and **5,072 bags of food to 2,160 families** through an alliance with New York Common Pantry—a partnership that continues today.



## EMERGENCY RESPONSE FUNDS (ERF)

A cash assistance program established a month into the pandemic, the ERF has distributed **\$799,500 to 1,515 families** to date. Families used the funds to pay rent and put food on the table—and in creative ways, including renewing professional licenses. The spending data further validates our approach: trusting clients to know what's best for their own families. The success of this initiative sparked new innovations and partnerships: In 2022, we are launching Cash+Community Works, a privately funded program partnership rooted in community trust and peer-driven change.

## BACKPACK DRIVE

Our annual backpack drive distributes fully stocked, age-appropriate backpacks to children in need. This year's drive included personal protective equipment (PPE), USB drives, and other new necessities. Thanks to generous donors, **3,500 children** received backpacks and returned to the classroom with confidence.

*\*Cornerstone and Beacon centers are located in critically under-served areas. They receive funding from DYCD and are operated by community-based organizations like The Child Center. As you'll read in this report, The Child Center tailors each center to the community it serves.*

FUNDING PROVIDED BY



Department of  
Youth & Community  
Development



# COMMUNITY APPROACH

When individuals and their families come through our doors, we look at them holistically—at their physical, cognitive, and social-emotional health—and work with them on a plan to address each piece of the puzzle that makes them whole. For example, two families may come to us for Head Start. We screen both families for social determinants of health.\* The questionnaire for one family reveals no additional needs. The second family's questionnaire shows a history of trauma. That's when our team kicks into gear, leveraging our comprehensive suite of services—in this case, mental health support in addition to early childhood education. For both families, our team uses a culturally integrated approach, starting with a team member who speaks their language, literally and figuratively.



The same process applies when serving our diverse communities. The diagram above illustrates the different pieces that make up strong families and a healthy community. The way we address each piece looks different in each community—and some may not need support in a particular area at all. **Our communities are trusted partners who tell us what they need and what their vision is so we can support them in building it.** You can see how this strategy takes shape in the following pages.

## THE PIECES OF THE PUZZLE ARE OFFERED THROUGH SIX INTERRELATED PROGRAM AREAS:

### BEHAVIORAL HEALTH

Licensed mental health and substance abuse professionals provide therapy and other services for children and adults.

### EARLY CHILDHOOD EDUCATION

Early Head Start, Head Start, and ParentChild+ ensure our youngest clients begin life ready to thrive and start school ready to learn.

### HEALTH HOMES AND INTEGRATED CARE

Specialized programming for families whose children have multiple chronic conditions or serious mental health diagnoses ensures everyone in a child's world works together. Services are delivered in the family's home or in the community.

### FAMILY SUPPORT

Programs support parents and other caregivers in building safe and nurturing environments.

### RESIDENTIAL SERVICES

The Child Center Residential Treatment Facility provides a safe and warm environment and the highest level of care for youth facing the toughest mental health challenges.

### YOUTH DEVELOPMENT

Afterschool enrichment and summer programs—as well as community centers for all ages—support youth in developing academic, vocational, and social-emotional skills.

\*See page 6 for more on our data-driven approach and how we assess social determinants of health.

# COMMUNITY APPROACH IN ACTION

## SPOTLIGHT ON THE ROCKAWAYS AND FLUSHING

The Rockaways and Flushing are two Queens neighborhoods where The Child Center partners closely with the community.

**The Rockaways**, a close-knit community on a peninsula, are somewhat isolated. Multiple generations often live together in close quarters, and households are frequently headed by workers in the service industry and other sectors dramatically affected by the pandemic. Roots frequently go back generations, and systemic racism and poverty are profound and pervasive.

**Flushing** is a vibrant multicultural community with large immigrant populations. Families struggle with mental health stigma, difficulties related to immigration, and, again, extreme poverty. Here is a (non-exhaustive) snapshot illustrating how we meet each of these communities' needs in ways that make sense for them. We explore each piece of the puzzle in the following pages.



### COMMUNITY

#### THE ROCKAWAYS

Five community centers, located in NYC public housing (NYCHA) complexes, offer enrichment programming for all ages.

#### FLUSHING

Two community centers, plus the Flushing Mobility LAB, an anti-poverty collaborative that joins nonprofits\* with individuals representing hard-to-reach Flushing communities to promote mobility from poverty.

### ESSENTIAL NEEDS

#### THE ROCKAWAYS

Cornerstone Community Centers in NYCHA housing developments became hubs of support during the pandemic, with food banks, PPE distribution, and team members trained to connect community members to services. Our Test & Trace initiative (see page 11) is particularly active here.

#### FLUSHING

Afterschool programs and school-based community centers also became hubs of support. The Child Center Benefits Access program (see page 2) is particularly active here.

### PHYSICAL WELLNESS

#### THE ROCKAWAYS

Virtual town halls with Northwell Health, recreational sports at community centers, a teen pregnancy prevention program, and pop-up COVID-19 vaccinations (see page 11). The Rockaways had high numbers of COVID-19 outbreaks and the lowest vaccination rate in Queens.

#### FLUSHING

Complete family wellness center with primary care for children and adults.





## THE ROCKAWAYS

A Cornerstone Community Center celebration



## FLUSHING

A warm and welcoming play space at the Macari Family Wellness Center's perinatal program



MENTAL HEALTH

### THE ROCKAWAYS

Therapy and mental health education in a public school and a space for clinical services at a community center, located in NYCHA housing.

### FLUSHING

Therapy and mental health education in public schools and our newly renovated Macari Family Wellness Center, which includes an Asian Outreach Program that breaks down language barriers and stigma, and OnTrackNY, a bilingual program for young adults with early signs of psychosis. OnTrackNY was so successful in 2020—its first year—that the New York State Office of Mental Health asked us to expand it.

FAMILY SUPPORT

### THE ROCKAWAYS

The Child Center serves as lead CBO (community-based organization) at P.S. 197, a local Community School, to increase community and family engagement. We offer services and support of every kind, from mental health treatment to practical assistance such as hygiene products and a food pantry. The NYC Community Schools program invests in formerly struggling schools to advance academic instruction and embed partner CBOs in the school as support.

### FLUSHING

A Prevention and Family Support program serves families who have been referred to us by the NYC Administration for Children's Services (ACS) and have children at risk of abuse, neglect, or foster care placement, as well as those who simply need extra support.

EDUCATION,  
ENRICHMENT,  
AND CAREER  
READINESS

### THE ROCKAWAYS

ParentChild+ literacy and parenting program for children 16 months–3 years and afterschool programs for elementary and middle schoolers.

### FLUSHING

Afterschool programs for elementary and middle schoolers and a high school for over-age and under-credited students at risk of dropping out.





# MENTAL HEALTH

The Child Center's licensed mental health and substance abuse professionals offer individual, group, and family therapy to children and adults, helping them through a wide range of difficulties, from everyday stresses to traumas we wish no child or adult had to face. People enduring even extreme hardships meet goals they set for themselves and thrive.

While therapy is a significant part of our focus on mental health, it's not the all of it. **The Child Center began as a children's counseling center. A commitment to mental health remains at the heart of everything we do.** Mental health services across programs have been more vital than ever during a pandemic that has caused large-scale and personal isolation, anxiety, traumatic change, and loss.

## FAMILY WELLNESS CENTERS

By providing varied services under one roof in communities where services are lacking, these centers increase access to and coordination of care—for needs ranging from anxiety to diabetes—for every family member. Our Macari and Jamaica Family Wellness Centers offer in-person and virtual primary care. Macari launched a perinatal program for new moms and pregnant women with postpartum depression, many of whom have endured significant trauma and here find the support to become the parents they want to be.

## CC-HWQ

Our unique Child Center Health and Well-Being Questionnaire (CC-HWQ) allows us to assess families' social determinants of health, including mental health needs, no matter what program they come to us through. We've collected **9,400 questionnaires** since launching the tool in 2018. **Out of 2,576 questionnaires** this year, **1,192 families —46.3% of those surveyed — demonstrated additional needs** that we could then help them address.

## SCHOOL-BASED MENTAL HEALTH

The pandemic deeply affected the social-emotional well-being of school-age youth. Our eight SBMH clinics, an integral part of schools, were ready. When school was remote, clinicians kept therapy going virtually and reached out proactively to students and faculty (to recognize signs of mental health challenges). SBMH centers conducted **6,614 therapeutic sessions** with students facing the toughest challenges and **798 sessions** with students who just needed extra support.

## EARLY CHILDHOOD SOCIAL WORKERS AND FAMILY WORKERS

Early childhood education centers are staffed with on-site social workers, and educators are trained in emotionally responsive teaching. Additionally, families are assigned a family worker, trained to recognize needs for services. Family workers often share lived experiences with clients, which makes clients more likely to confide in them and trust their guidance.

## 0-5 EARLY CHILDHOOD MENTAL HEALTH INITIATIVE

The Child Center is the sole Queens provider in the Mayor's Office of Community Mental Health's Early Childhood Mental Health Network. Services are available at our wellness centers and Head Start centers, which means families can access mental health services where their children go to school. This helps with both stigma and access. Team members also serve as mental health consultants to non-Child Center early childhood education programs in shelters and other community settings, thereby expanding our reach.

## RESULTS

Clients experienced no interruption of services during the pandemic—and data shows we served them better. Tele-therapy has given us better access to multiple family members, to clients with transportation difficulties, and to tech-savvy populations. We also reached tech-averse clients, providing equipment and training so they could access therapy in ways they hadn't considered. **The Child Center and the people we serve transitioned to a new model and thrived using it.**

# 15%

### INCREASE IN SERVICES

(200 more services per week)

from FY 2020 to FY 2021 as we expanded to meet need during the pandemic.

**BROKEN APPOINTMENT  
RATE IN 2019:**

# 24%

**BROKEN APPOINTMENT  
RATE IN 2021:**

# 17%

## CLIENT STORY: VALERIE'S FAMILY



Valerie and her son with Nurse Taylor Drew (left) and Dr. Nicole Brown (right) at our Jamaica Family Wellness Center

Valerie connected with The Child Center when NYC's Administration for Children's Services referred her to our Jamaica Family Wellness Center (JFWC) Family Support program due to concerns of postpartum depression. She began therapy with Osdely Castillo, MSW—but we didn't stop there. Valerie's CC-HWQ revealed other issues that we helped her address. Her son Jonathan, then 3, was connected to our Early Childhood Mental Health program. Valerie received financial assistance through Benefits Access and a micro-grant (see page 2). And the family began receiving primary care through our partnership with Strong Children Wellness, a medical practice that provides services at the JFWC.

Like many families with inadequate access to services, Valerie had been using the ER for routine medical issues. With comprehensive services under one roof at the JFWC, her family became consistent with medical and therapy appointments, and ER visits have become negligible. Recently, Valerie and her 2-year-old daughter enrolled in an additional Child Center program: ParentChild+, which helps parents support the healthy brain development of their children. Our approach of wrapping services around the whole family ensures services aren't duplicated or neglected.

"There was a lot of hurt and abuse in my childhood," Valerie says. "Because of the help I'm getting, my kids have great parents."





# EDUCATION & ENRICHMENT

The Child Center’s work to increase graduation rates begins before a child is born. We look at all indicators—from kindergarten readiness to third grade literacy rates\* and high school attendance—and wrap services around each family so the child has the best chance for success.

## AFTERSCHOOL AND SUMMER PROGRAMMING

After months of remote learning, in-person summer camps offered enrichment when needed most. Afterschool programs operated throughout the pandemic, providing homework help and activities from cooking to coding. A full **100%** of our COMPASS elementary afterschool programs earned a DYCD rating of “above standard” or higher.

## LEARNING LABS

With school remote, two of our Cornerstones offered Learning Labs during the school day, with hands-on technological assistance and academic support in a safe environment. Team members ensured children were logged on, participating, and engaged.

## COMMUNITY SCHOOLS

With a strong school administration and support from our team, results are profound at our Community Schools (see page 5). At P.S. 197 in Far Rockaway, math proficiency for third graders jumped **from 8%** the year before it became a Community School **to 41%** this year. The school made such significant gains that it was listed as a model at the Superintendents’ Leading School Improvement conference. At August Martin High School in Jamaica, the graduation rate rose **from 24%** in 2015 (when we became lead CBO) **to 96%** this year.

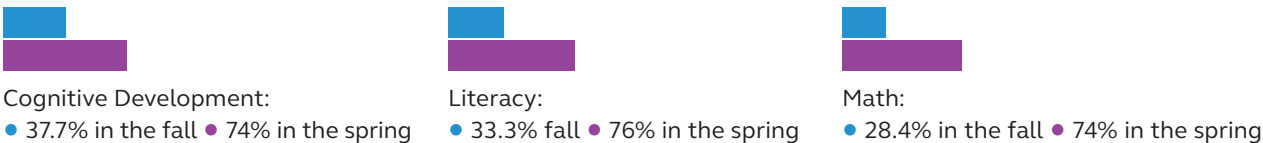
## INTERNSHIPS

Internship programs like JobNet, for youth with a mental health diagnosis, and WIOA, for teens at or below the poverty line, provided academic support and workforce experience. In WIOA, **100%** of seniors graduated.

## EARLY CHILDHOOD EDUCATION

Head Start classrooms offered hybrid (remote and in-person) instruction, while Early Head Start went virtual and delivered **6,068** learning kits, containing **13,152** books and educational toys and materials. Despite the obstacles, children flourished:

### HEAD START STUDENTS WHO MET OR EXCEEDED WIDELY HELD EXPECTATIONS



*\*There is a clear correlation between reading proficiency in the third grade and high school graduation rates. Read more: “Double Jeopardy.” The Annie E. Casey Foundation, January 1, 2012, [aecf.org/resources/double-jeopardy](http://aecf.org/resources/double-jeopardy).*



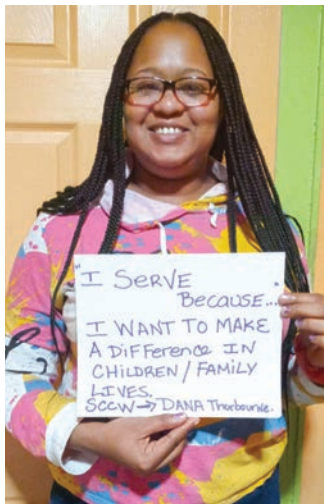
# OUR TEAM

The Child Center's greatest asset is its 1,000+ skilled and passionate employees, who prioritize serving the diverse needs of our communities with equity—and collaborating with clients on *how*. The voices of our team and clients matter.



## OUR PEOPLE ARE OUR GREATEST ASSET TO A THRIVING BUSINESS STRATEGY

In 2020, we created a new department: Organizational Culture and Talent Development (OCTD), **dedicated to building a thriving, high-performing culture of career pathways** and investing in cutting-edge training, evaluation, and performance management for our talented team. We are changing how we work together, maximizing coaching and feedback to ensure the application of skills.



Our team was the honoree at our virtual gala, the theme of which was, "I serve because."

### PROFESSIONAL DEVELOPMENT

The Child Center team is dedicated to the life-transforming success of our families, and our investment in them is vital. Our training platform supports career goals on a team-wide and individual basis.

### MAXIMIZING STRENGTHS

We work to understand and tap each employee's talent to sustain their high-performing potential. Talent assessments throughout the career cycle, coupled with a goal-setting process, help us discover team members' core competencies—which helps our team achieve career goals and maximize their impact on the communities we serve.

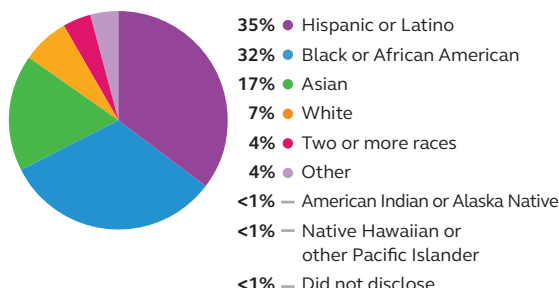
### EQUITY, DIVERSITY, INCLUSION, AND BELONGING (EDIB) IN THE WORKPLACE

OCTD supported the creation of an EDIB Council to oversee policies, communication, training, and strategy; elevate diverse voices; and promote consistent educational and advocacy initiatives. We also launched the EDIB Multicultural Committee to ensure we recognize—and celebrate—our diversity throughout the year. Workshops and listening sessions, cultural celebrations, and an ongoing examination of the workplace are all important to the process and build our capability to work better together.

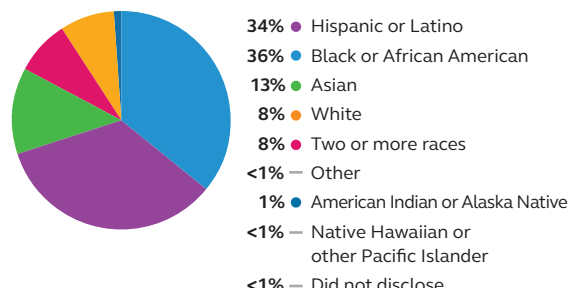
## THE CHILD CENTER PRIORITIZES CULTURALLY RESPONSIVE CARE

**We hire from the communities we serve**, which includes former clients. With team members who collectively speak two dozen languages and share lived experiences with clients, giving back is integral to our culture.

### CLIENT ETHNICITY



### TEAM ETHNICITY



# NEW INITIATIVES

## RESIDENTIAL SERVICES

In August 2020, The Child Center launched its Residential Services division with the opening of The Child Center Residential Treatment Facility (RTF) in Brooklyn, which offers the highest level of care for youth facing the toughest mental health challenges. We never consider it too early or too late to change the trajectory of a life.



### HOLISTIC APPROACH

The RTF serves teens who have had multiple psychiatric hospital placements or involvement with the juvenile justice system. It is the only downstate RTF of its kind. The RTF takes a strengths-based approach, providing varied opportunities for success so that residents can discover where they can excel and what they're passionate about. We support each resident's cognitive, social-emotional, and physical well-being and help them reach goals they set for themselves. We even added an on-site school so residents can stay on track academically. We operate on the same principle behind all our youth programs: that everyone, given the right skills, education, and support, can lead healthy, fulfilling lives.

ACADEMICS, VOCATIONAL  
TRAINING, AND INDEPENDENT  
LIVING SKILLS

THERAPY AND  
PSYCHIATRIC SERVICES



## CLIENT STORY: NYOMI



Aggression, self-injurious behaviors, and poor social skills led to dangerous situations for Nyomi, and she found herself involved in the juvenile justice system at 15. “The judge gave me two choices,” Nyomi recalls. “Go to a secure facility or to The Child Center RTF. I chose the RTF.”

Nyomi has learned to use coping skills instead of aggression, advanced her education, and strengthened her relationship with her mom through family therapy. She was discharged after being free from self-harm or harming others for three months, and she has maintained her positive behaviors post-discharge for 11 months. Nyomi remains engaged in her education and therapy to ensure she can continue her life goals, which include becoming a veterinarian. “We’re very proud of the gains Nyomi made at the RTF,” says Primary Therapist/Unit Leader Rasheim Smith, LMSW, “and even prouder of her and her family’s ability to maintain those goals in the community.”



# NEW INITIATIVES

## A TEST & TRACE COMMUNITY PARTNER

The Child Center served as a community partner of NYC Health + Hospitals’ Test & Trace (T2) Corps to share information and resources with New Yorkers about how to protect themselves, their families, and their communities from COVID-19, and connect them to free testing, vaccinations, and PPE. Through on-the-ground outreach and PPE distribution, virtual town halls, and social media campaigns, we partnered with the City to share information about COVID-19 safety and get people vaccinated in communities that were hardest hit by the pandemic—and least likely to be vaccinated.

## COMMUNITY APPROACH

The trust we’ve built in communities allows us to serve as credible messengers and partners. T2 activities are led by adults and teens in the communities they call home and delivered in the language the community speaks. Community youth serve as youth advocates, while older adults engage in outreach to their peers. This strategy makes target audiences more receptive to the message and gives potential youth and community leaders the platform to support their communities in ways they deem most effective.

**30,412**

Number of people provided with vaccination information  
(May-June 2021)

**2,088**

Number of referrals to vaccination sites  
(May-June 2021)

### PPE DISTRIBUTION

Adult Masks: **985,000**  
Children’s Masks: **245,000**  
Disposable Gloves: **10,000+**

**1.2 M**

Total pieces of PPE distributed

## SPECIAL EFFORTS

**Reached, registered, transported, and vaccinated 100+ older adults** in the beginning of 2021, when accessing the vaccine was tough even for the most tech-savvy and resourced New Yorkers.

**“Vax vans” provided free COVID-19 testing and vaccinations** to our clients where they live, work, and go to school—no appointment necessary.



*T'Shon and Kester Todd—also a former participant now employed at Redfern—hosted The Child Center's virtual gala. See these rising stars in action at [childcenterny.org/gala-2021](http://childcenterny.org/gala-2021).*

## TEAM MEMBER SPOTLIGHT: T'SHON

The Child Center’s T2 youth advocates have been instrumental in getting the word out about COVID-19 testing and vaccination. Heading the “COVID Awareness Crew” at Redfern Cornerstone Community Center in Far Rockaway is Group Leader T’Shon Skeete. A former Redfern participant, T’Shon exemplifies The Child Center’s emphasis on hiring from within. T’Shon used pamphletting, his talent for public speaking, and, naturally, social media.

T’Shon’s TikTok video showing him receive his first COVID-19 vaccine was so popular that he was invited to speak at a virtual roundtable on vaccine safety and reach, hosted by the NYC Department of Health and Mental Hygiene and Mayor’s Office of Immigrant Affairs. He was also asked to speak at Queens Borough meetings and other venues. The Child Center had one of the most effective youth outreach programs in the City, thanks to our youth advocates’ ingenuity, hard work, and commitment to community.



# KEEPING FAMILIES SAFE & TOGETHER

At the end of the day, we know there is nothing more important to a child's development than a healthy family. We work with families referred to us by ACS, as well as families who just feel overwhelmed by the stresses of raising children while struggling in so many ways.

Nearly 70 years of experience have demonstrated unequivocally that the vast majority of parents want to do well by their children and will do so, given the right skills, education, and support—tools that we provide.



## SOLUTION-BASED CASEWORK

Using the Solution-Based Casework model—an evidence-based approach—we work with families to set goals and create a roadmap to achieve them. Goals are written by the family. This strengths-based paradigm helps families keep their children safely at home as they work to develop new patterns, based on individual strengths, so they can meet challenges safely and constructively—now and in the future.

### ELMHURST AND FLUSHING FAMILY SUPPORT PROGRAMS

PREVENTION RATE OF

**100%**

Out-of-home placement

### HEALTH HOMES PROGRAM

PREVENTION RATE OF

**99.8%**

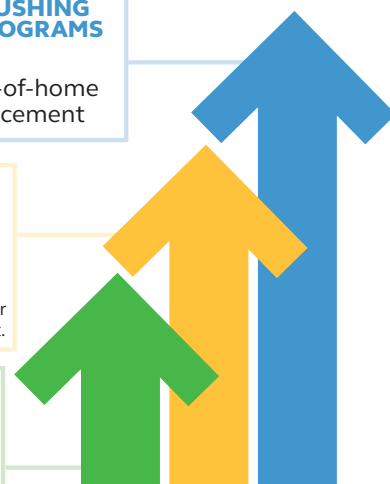
551 OUT OF 552

clients were able to remain safely with their families and avoid out-of-home placement.

### HOME-BASED CRISIS INTERVENTION PROGRAM

prevented hospitalization and/or higher level of care for

**90%** of their CLIENTS



## CLIENT STORY: ALEX

Alex's mother, Gabriella, passed away from COVID-19 when Alex was 17. His dad was overwhelmed with grief and his new responsibility of overseeing care for Alex, who struggled with mental and physical issues resulting from a brain tumor. Alex was a client of our Health Homes program, which coordinates care for youth with multiple chronic conditions or Serious Emotional Disturbance (SED). His resource coordinator, Tina Bolaji, stepped in to help father and son with practical needs, such as food and budgeting, as well as emotional support. And she ensured Alex stayed on track academically. Alex graduated on time and began planning for college. "When children like Alex struggle with multiple serious issues, their parents understandably worry, 'Can my child grow up to have a "normal" life?'" says Robert Cizma, LCSW-R, SVP of Health Homes. "With this program, I can tell them truthfully, yes, they can."



Gabriella was also a family worker at our Corona Early Childhood program. We miss her dearly.

# FINANCIAL HIGHLIGHTS

The Child Center had a strong financial year, ending with a surplus of \$274,957. We experienced significant growth—\$8.7 million—due largely to the addition of a new line of business: Residential Services (see page 10). Our Emergency Response Funds micro-grants (see page 2) brought in considerable revenue through private support, which benefited clients as direct cash assistance when they needed it most. And our ability to transition to remote service delivery kept operations efficient.

**Innovation is always part of what we do, and we are using our growth to pilot bold new approaches, improve our infrastructure, reinvest in our staff, and measure our impact and results.**



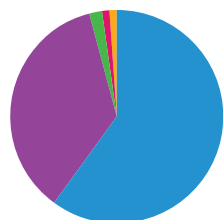
## STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

For the years ending June 30, 2021 and June 30, 2020

	Totals	
	2021	2020
<b>REVENUE AND SUPPORT:</b>		
Contracts and Grants Revenue	\$42,188,045	\$43,311,941
Patient Services Revenue, Net	\$25,943,178	\$14,809,229
Contributions	\$739,843	\$2,529,201
Fundraising, Net of Direct Expenses \$98,825 and \$43,548	\$563,744	\$74,460
In-Kind Contributions	\$764,484	\$667,226
Other Income	\$170,307	\$257,339
Total Revenue and Support	\$70,369,601	\$61,649,396
<b>EXPENSES:</b>		
Program Services	\$60,501,469	\$52,441,109
Supporting Services, Management and General	\$9,176,852	\$7,738,866
Supporting Services, Fundraising	\$416,323	\$656,724
Total Expenses	\$70,094,644	\$60,836,699
Excess (Deficiency) of Revenue and Support Over Expenses	\$274,957	\$812,697
<b>NET ASSETS:</b>		
Beginning of Year	\$4,954,482	\$4,141,785
End of Year	\$5,229,439	\$4,954,482

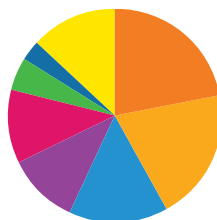
To see our complete audited financial statements, please visit [www.childcenterny.org](http://www.childcenterny.org).

### REVENUE AND SUPPORT



- 60% ● Contracts and Grants Revenue
- 36% ● Patient Services Revenue, Net
- 2% ● Contributions and Fundraising
- 1% ● In-kind Contributions
- 1% ● Other Income

### TOTAL EXPENSES



- 22% ● Youth Development
- 20% ● Behavioral Health
- 15% ● Prevention and Family Support
- 11% ● Residential Services
- 11% ● Early Childhood Education
- 5% ● Health Homes and Integrated Care
- 3% ● Other Services
- 13% ● Management and General
- <1% — Fundraising

Programs and Services: 86%; Management, Administration, and Fundraising: 14%.



## FRIENDS & SUPPORTERS

The Child Center is deeply grateful for the generosity of all our supporters.

As space is limited, we are able to list only our major contributors. However, this does not minimize our appreciation of everyone who cares about The Child Center's work. We all benefit when communities have the tools to achieve their goals, raise healthy families, and lift each other up. Thank you to all the generous individuals and entities who supported this vision in 2021 (year ending June 30, 2021).

### **\$250,000+**

Robin Hood  
Trudy Elbaum Gottesman and Robert Gottesman

### **\$100,000+**

Phyllis Backer Foundation  
Pinkerton Foundation  
Richard and Patricia Jay Charitable Foundation

### **\$50,000+**

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### **\$20,000+**

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Roger and Joslyne Braunfeld  
Broadridge Foundation  
Jeff Brown  
Kelly C. and Joseph J. Coffey  
Carol Cook  
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*Pictured above: NYC Department of Education Chancellor Meisha Ross Porter, U.S. Department of Health and Human Services Secretary Xavier Becerra, and NYC First Lady Chirlane McCray visited our Early Childhood Corona center in May 2021.*

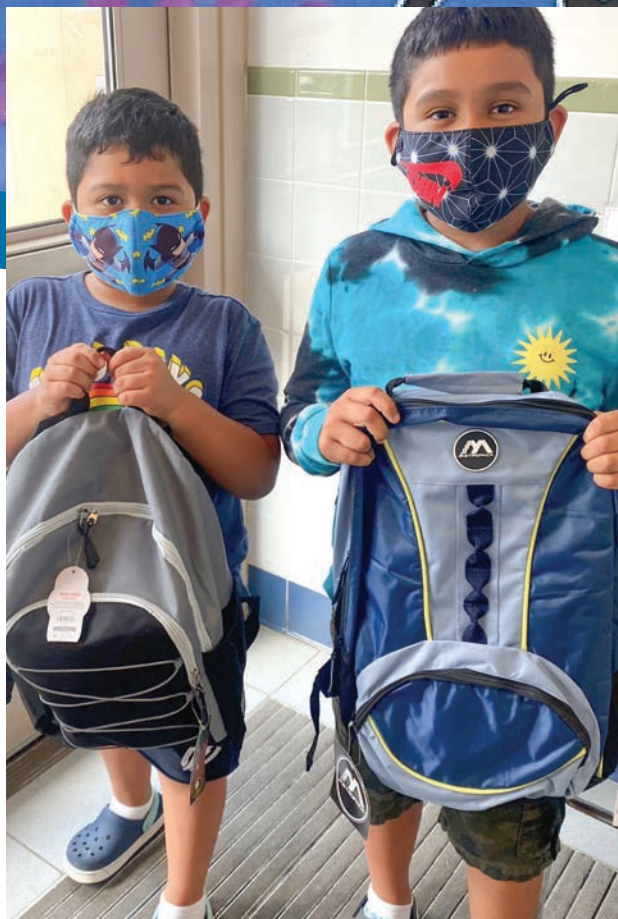
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Pictured above, all made possible by our generous supporters: (top left) holiday toy drive; (far right) our annual backpack drive (special thanks to KPMG, Queens Chamber of Commerce, and US Pacific Transport); (bottom left) Metsgiving turkey giveaway, courtesy of NY Mets

We are especially grateful to the following elected officials for supporting The Child Center of NY with discretionary program funding in FY 2021:

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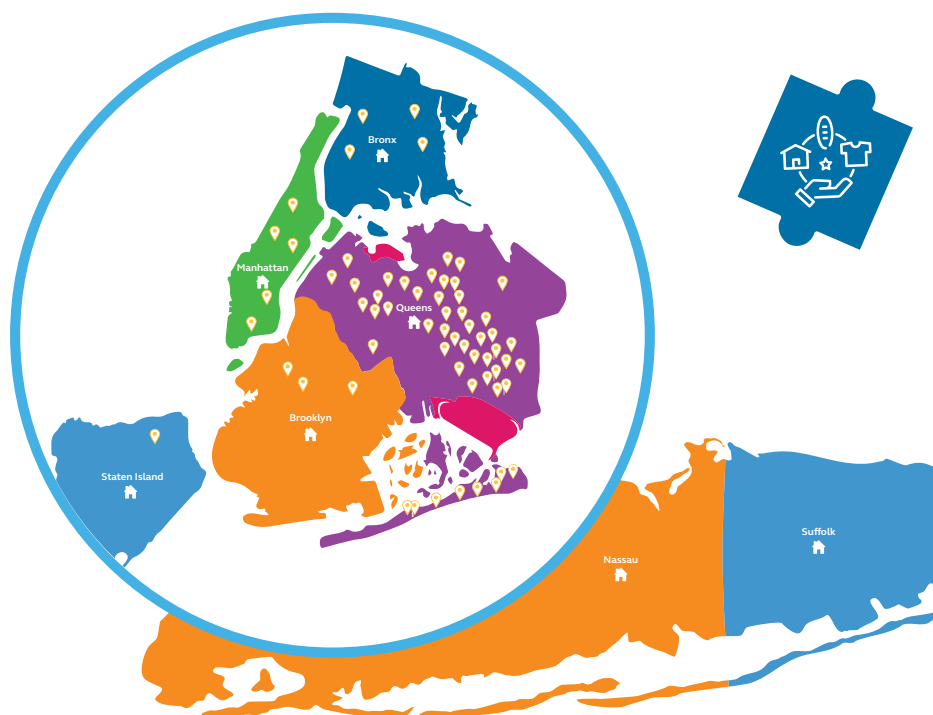
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# THE CHILD CENTER OF NY OFFERS A HOLISTIC, FAMILY-CENTRIC APPROACH TO LIFTING UP UNDER-SERVED YOUTH AND COMMUNITIES.

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.



Locations where The Child Center provides services in a wellness center, community center, school, or other program site



Locations where The Child Center provides services in clients' homes, available to families in all five boroughs and Long Island



**THE CHILD  
CENTER OF NY**

Strengthening Family. Building Community.

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