

RESPECT AND TRUST
IN THE COMMUNITY



About Us

The Child Center of NY 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** in communities that face dramatic obstacles, compounded and brought on by the living legacy of social and racial injustice.

We take a holistic approach, providing services to the whole person, entire family, and larger community. **Since no one can thrive without enough to eat, access to medical care, or the right academic support, we address all such things, known as social determinants of health.** We take a peer-driven approach, defined by a conviction that families know what’s best for themselves and their communities, and we can best serve by investing in their ingenuity and collaborations that uplift everyone. Our results are a testament to their strength and potential.



DISRUPT THE TRAJECTORY OF GENERATIONAL POVERTY

Our extensive research and experience have shown that increasing high school graduation rates for youth and widening the circle of opportunity for adults is key to disrupting generational poverty on both the family and community levels.



Dear Friends,

As we reflect on 2021, we look back with pride and gratitude that we were able to impact lives so positively during the second year of incredibly difficult circumstances. The results in this report were possible because of the unparalleled dedication and skill of our dedicated team; our steadfast supporters; and our commitment to listening to what the data tells us and to the people in the communities we serve.

The theme of this report—respect and trust in the community—is the cornerstone of all we do. Our approach is to center our clients’ vision and needs, and our role is to provide the services and support to make their vision reality. **We take the building blocks that make up strong families and healthy communities—from mental and physical health to academic support and opportunities for all ages—and offer services each family and community tell us they need.**

This work is not easy, but that has never stopped us before, and we all know that the most impactful and meaningful moments are rarely easy. I hope this report makes you proud to be a partner in this legacy.

Warmly,

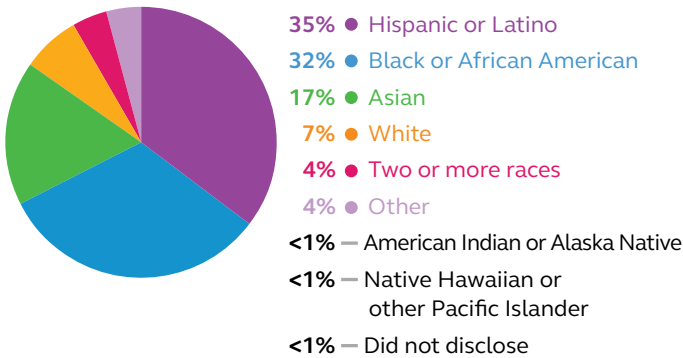
Traci
Traci Donnelly
Chief Executive
Officer

Dick
Dick Jay
President of the
Board of Directors

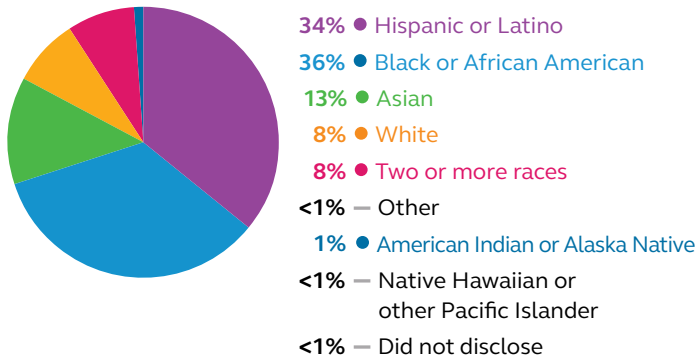
43,561 NEW YORKERS
SERVED IN 2021

THE CHILD CENTER PRIORITIZES CULTURALLY RESPONSIVE CARE

CLIENT ETHNICITY



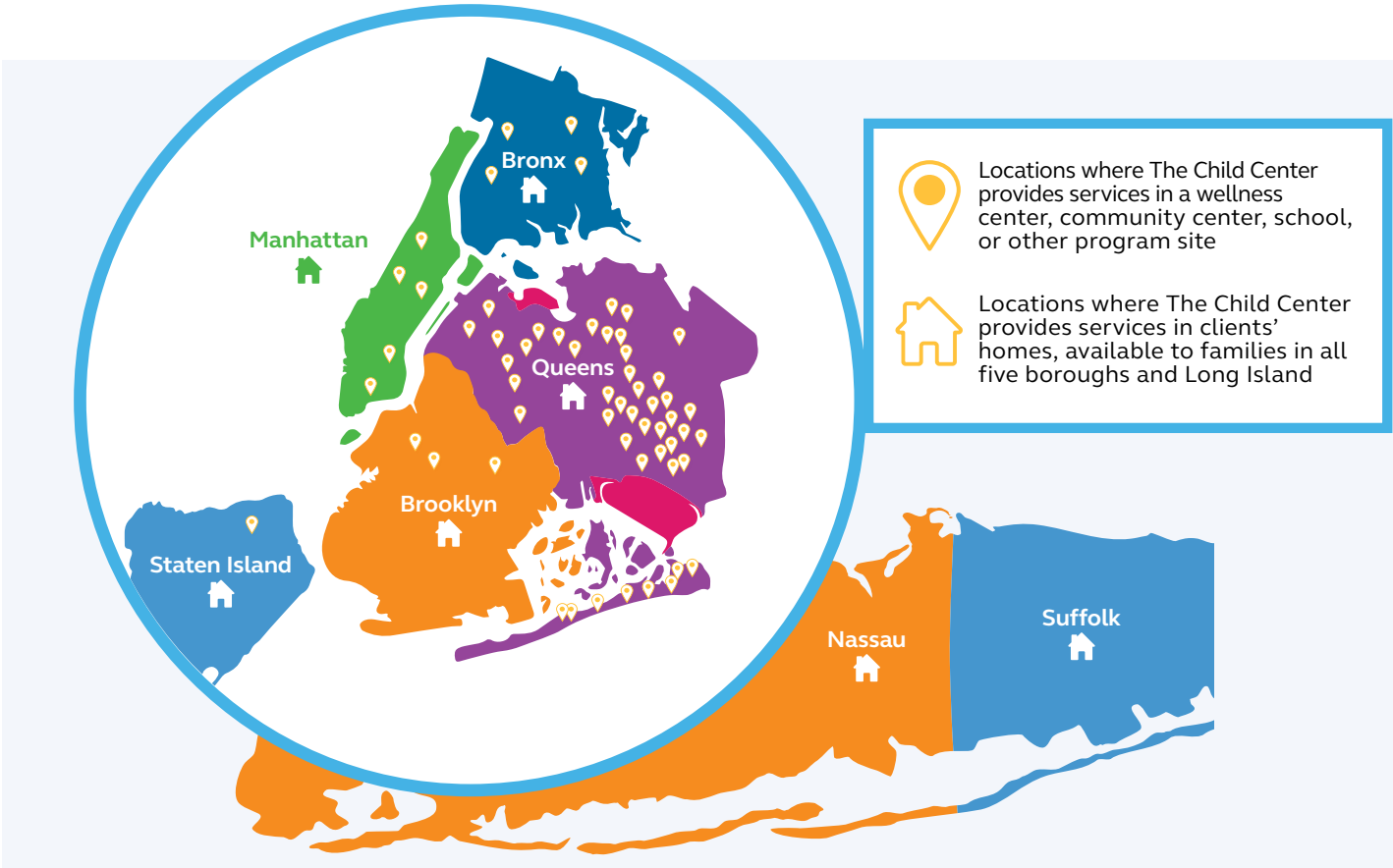
TEAM ETHNICITY



Community Approach

When individuals and their families come through our doors, we work with them 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 leverages our comprehensive suite of services—in this case, mental health support in addition to early childhood education.

The same process applies when serving our diverse communities. 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.



100

PROGRAMS

50

SCHOOL AND COMMUNITY LOCATIONS

OUR TEAM COLLECTIVELY SPEAKS

TWO DOZEN LANGUAGES

*See page 6 for information about our unique social determinants of health screening questionnaire.

Pivoting to Meet Needs: A Note about the 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

3,000

families connected to SNAP (food stamps), health insurance, and other essential services, representing a 50% increase over pre-pandemic levels

EMERGENCY RESPONSE FUNDS (ERF)

\$799,500

distributed to 1,515 struggling families to date

FOOD SECURITY

15,000

meals distributed by our programs

BACKPACK DRIVE

3,500

children received fully stocked backpacks

The Child Center served as a community partner of NYC Health + Hospitals’ **Test & Trace (T2) Corps** to share information about COVID-19, and connect New Yorkers to free testing, vaccinations, and PPE. We worked in communities that were hardest hit by the pandemic—and least likely to be vaccinated.

30,412

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

2,088

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

1.2 M

Total pieces of PPE distributed

PPE DISTRIBUTION

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



Caring for the Whole Person & Entire Family

At the end of the day, **there is nothing more important to a child’s development than a healthy family.** We work with families referred to us by the NYC Administration for Children’s Services, as well as families who just feel overwhelmed by the stresses of raising children while struggling in so many ways. Our 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.

HEALTH & WELL-BEING QUESTIONNAIRE

9,400

questionnaires collected since 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.

15%
INCREASE IN SERVICES

(200 more services per week)

from FY 2020 to FY 2021 as we expanded to meet needs during the pandemic, including via tele-health

SCHOOL-BASED MENTAL HEALTH

6,614

therapeutic sessions with students facing the toughest challenges

NEW PROGRAM ALERT

Our new Residential Treatment Facility (RTF) in Brooklyn 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. We never consider it too early or too late to change the trajectory of a life.

Learn more:
childcenterny.org/residential-services.

ELMHURST AND FLUSHING FAMILY SUPPORT PROGRAMS

100% of **children at risk of abuse or neglect** were able to remain safely in their homes after treatment.

HEALTH HOMES PROGRAM

PREVENTION RATE OF 99.8% 551 out of 552 **clients with multiple chronic conditions** were able to remain safely with their families and avoid out-of-home placement.

HOME-BASED CRISIS INTERVENTION PROGRAM

90% of **clients at imminent risk of psychiatric hospitalization** were able to remain safely at home and avoid hospitalization.

Valerie (center) and her son (bottom row) are clients at our Jamaica Family Wellness Center. See our full report at childcenterny.org/Child-Center-NY-2021-AR.pdf to learn how their family is thriving. Also pictured: Nurse Taylor Drew (far left) and Dr. Nicole Brown (far right).



Education & Enrichment

The Child Center’s work to increase high school 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 PROGRAMMING

100%

of our elementary afterschool programs that were evaluated by DYCD** earned a rating of **above standard** or higher.

GRADUATION RATE, HIGH SCHOOL INTERNSHIP PROGRAM

100%

of seniors in our internship and academic support **program for teens at or below the poverty line** graduated.

COMMUNITY SCHOOLS

With a strong school administration and support from our team, results are profound at our Community Schools, which play a key role in our strategic goal to **increase high school graduation rates.**

As an example:

GRADUATION RATE, AUGUST MARTIN HIGH SCHOOL IN JAMAICA, QUEENS

24% 96%

2015
the year The Child Center became the school’s lead community-based organization

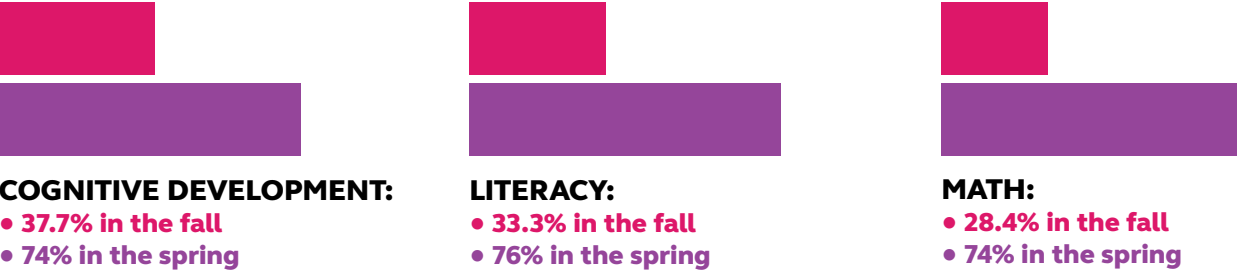
2021

EARLY CHILDHOOD EDUCATION

Head Start classrooms offered hybrid (remote and in-person) instruction, while Early Head Start went virtual and delivered:



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](https://www.aecf.org/resources/double-jeopardy).

**NYC Department of Youth and Community Development

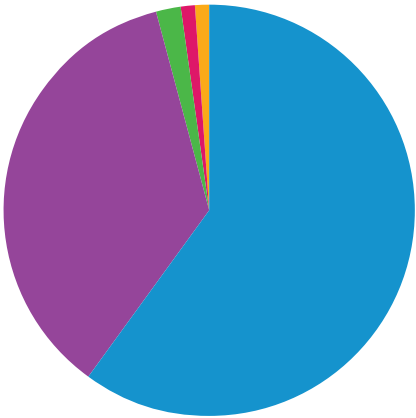


In Summary & Looking Ahead

At The Child Center of NY, we are nearly **70 years** into serving New Yorkers — and are reimagining and innovating for our next era. In 2022, we are launching **four initiatives aimed at ending the cycle of generational poverty, including our new Cash+Community Works, based on peer-driven change** and inspired by the success of our Emergency Response Funds, through which we distributed \$799,500 to 1,515 families. Recipients used the funds creatively, underscoring our conviction that clients know what’s best for their own families.

We are embarking on a period of even more ambitious, holistic, and innovative approaches to replacing cycles of poverty with cycles of opportunity and change. **Please join us and learn how you can be part of this exciting new phase in our transformative work.**

REVENUE & SUPPORT Fiscal Year 2021



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

To learn more about any of the initiatives and results in this book, please see our full report at childcenterny.org/Child-Center-NY-2021-AR.pdf.

NEW INITIATIVES IN 2022 AIMED AT ENDING THE CYCLE OF GENERATIONAL POVERTY

1

CASH+COMMUNITY WORKS

2

INCREASED GRADUATION RATES

3

FAMILY HEALTH AND WELLNESS

4

RESEARCH, DEVELOPMENT, INNOVATION, AND TRAINING

