



THE CHILD CENTER OF NY

Strengthening Family. Building Community.

Head Start 2022 Annual Report



ABOUT US

OUR MISSION
STRENGTHEN CHILDREN AND FAMILIES WITH SKILLS, OPPORTUNITIES, AND EMOTIONAL SUPPORT TO BUILD HEALTHY, SUCCESSFUL LIVES.

OUR VISION
DISRUPT THE TRAJECTORY OF GENERATIONAL POVERTY.

WHAT SETS US APART
HOLISTIC, COMMUNITY-LEVEL, AND PEER-DRIVEN CHANGE MODELS

CULTURAL COMPETENCE

Our early childhood team members look like and often come from the communities they serve.

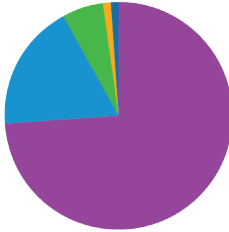
CLIENTS BY ETHNICITY:

- 78% Hispanic or Latino
- 12% Asian
- 3% White
- 6% Black or African American
- 1% Native Hawaiian or other Pacific Islander
- <1% Two or more races
- <1% Decline to answer
- <1% American Indian or Alaska Native



TEAM MEMBERS BY ETHNICITY:

- 74% Hispanic or Latino
- 18% Asian
- 6% White
- 1% Black or African American
- 1% Two or more races
- <1% Native Hawaiian or other Pacific Islander
- <1% Decline to answer
- <1% American Indian or Alaska Native



100

PROGRAMS

60

LOCATIONS

in all 5 NYC boroughs and Long Island

Our TEAM collectively speaks

20+

LANGUAGES

The Child Center of NY works with families and communities to turn cycles of poverty into cycles of opportunity. We began in 1953 as a single children’s counseling center. As we kick off our 70th anniversary year, we are as committed as ever to meeting young people’s mental health needs—and much more. Feedback from clients and research alike helped us reframe our work into four initiatives: family health and wellness; increasing high school graduation rates, which begins even before a child is born; Cash+Community Works, a neighborhood-based cash transfer program; and RDI, dedicated to research, development, and innovation.

Our Early Head Start and Head Start programs play an integral role in these efforts by ensuring our youngest children begin school ready to learn and begin life ready to thrive. Plus, when a child enrolls in an early childhood education program, all family members have access to our full suite of programming—from mental health services to initiatives that help parents reach their own goals. In 2022 we served 55,000 New Yorkers, including 1,435 children and family members in our early childhood education programs.

2021-22 PROGRAM OVERVIEW

The Child Center operated **three home-based Early Head Start (EHS) programs** in Astoria, Corona, and Woodside, Queens; a center-based EHS program in Manhattan; and **two center-based Head Start programs**, one in Manhattan and one in Corona, Queens. Our Corona program includes an integrated classroom, where we collaborate with the [New York Center for Child Development](#) to support children with special needs in the best way possible. In all programs, children are screened and assessed for developmental delays so that we can detect and address them early on and connect families to services such as [Early Intervention](#). All our programs accept children with special needs. This is especially important in the wake of the COVID-19 pandemic, as we are seeing significant increases in children with developmental delays.

This year we opened our first center-based Early Head Start classroom for two-year-olds at our Escalera center in Manhattan. The teacher-child ratio is 1:4. This low ratio allows for individualized and nurturing attention. The specially designed space—built with children this age in mind, such as with appropriate furniture heights—promotes both safety and independence.



HILARIA'S STORY

It started with Early Head Start, where the young mom found a home visitor and family worker she could confide in because they came from a world similar to hers. It continued with therapy, domestic violence services, assistance with necessities, and new confidence and skills in parenting. This is the magic that happens when a child enrolls in a Child Center early childhood education program. Because The Child Center is a multiservice organization, we can care for the whole child and entire family.

“It is hard to give your child what he needs when you don’t know what that is. That’s the situation I found myself in when I immigrated here,” says Hilaria. “Early Head Start has taught my son the numbers, the colors, and letters. He is ready to start the 3K program. And because of the home visiting services, I have learned how to be a caring mom.” [Read Hilaria’s full story.](#)

WHO WE SERVE

Our early childhood education programs serve pregnant people and children ages 0-5 who are from low-income families and face other barriers to school success.

ENROLLMENT
Early Head Start, Center-Based
Total Enrollment= 10

Income below 100% federal poverty line: 60%

Public assistance such as TANF, SSI: 0%

Foster child status: 0%

Homeless status: 10%

Over income: 10%

Incomes between 100% and 130%: 20%

Head Start, Center-Based
Total Enrollment= 190

Income below 100% federal poverty line: 81%

Public assistance such as TANF, SSI: 3%

Foster child status: 0%

Homeless status: 7%

Over income: 9%

Incomes between 100% and 130%: 0%

Early Head Start, Home-Based
Total Enrollment= 261 children and 30 pregnant women

Income below 100% federal poverty line: 82%

Public assistance such as TANF, SSI: 7%

Foster child status: 0%

Homeless status: 2%

Over income: 8%

Incomes between 100% and 130%: 1%

CHILDREN WITH DISABILITIES

Early Head Start, Center-Based: 20%

Early Head Start, Home-Based: 13%

Head Start, Center-Based: 21%

DUAL-LANGUAGE LEARNERS

Early Head Start, Home-Based: 90%

Early Head Start, Center-Based: 60%

Head Start, Center-Based: 86%

HOMELESSNESS*

Early Head Start, Center-Based: 0%

Early Head Start, Home-Based: 63%

Head Start, Center-Based: 36%

GETTING READY FOR KINDERGARTEN

When children first enroll in our programs, many are developmentally behind. Others suffer from problems such as family violence, malnutrition, and trauma. At our early childhood education centers, we address all these things and prepare children and families to start kindergarten on the right foot—academically, physically, socially, and emotionally.

Academic Readiness (page 6): Our programs teach academic concepts in ways that get children

ready and excited for school.

Physical Wellness (page 8): A nurse-practitioner, partnerships with health care providers, and a commitment to making physical health management a cornerstone of our early childhood education programs ensure our children and their families are physically healthy.

Social-Emotional Development (page 9): Our early childhood programs support children's

social-emotional development through everyday practices, specially trained team members, and access to The Child Center's many behavioral health programs.

Parent Education (page 10): Through parent workshops and a commitment to family engagement, we support parents as primary caregivers so that they can foster their children's development on their own.

Targeted Efforts for Pre-K Families

As children near kindergarten age, we also engage in targeted kindergarten readiness efforts. This year's efforts included:

- Transition workshop: Head Start programs participated in a virtual "Transition to Kindergarten" workshop that focused on self-help skills, independence, and language development.
- Informational parent/care-giver workshop on understanding the transition to public school.
- Activities to support the transition to kindergarten for our pre-K students, such as reading books that got children comfortable with and excited about the idea of starting kindergarten.



*While only a small number of enrolled families identify as homeless, many more do not realize they are considered homeless under the McKinney-Vento Homeless Assistance Act, which defines homelessness as lacking a fixed, regular, and adequate nighttime residence due to economic hardship. We refer to these families as "doubled up," with overcrowded living spaces and shared or limited access to the necessities of kitchen and bathroom usage.

ACADEMIC READINESS



Cooking and baking involve measuring (which encourages math skills), following directions, fine motor development, and other skills that prepare children for kindergarten.

Our Head Start centers emphasize hands-on, play-based learning that teaches children academic concepts in ways that make sense to them, build confidence, and instill a love of learning. Stimulating learning environments at our Head Start centers are grounded in the research-based [Creative Curriculum](#), and we measure our impact using [Teaching Strategies GOLD](#) pre- and post-assessments. Our children made substantial gains in all domains that indicate kindergarten readiness and healthy development overall. [Growing Great Kids](#) and [ParentChild+](#) (see below) provide the foundation for our Early Head Start programs.

LITERACY

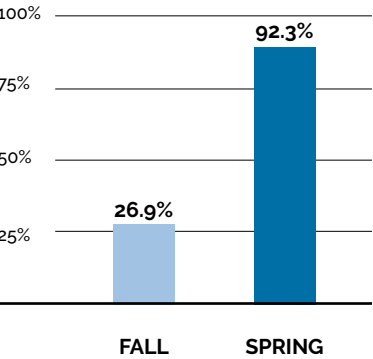
Literacy and book awareness are central to routines and activities. Our children develop a love of reading from day one.

- Objects in our centers are labeled in English and students' native languages.
- Team members are trained in teaching dual language learners.
- Centers include daily readings by teachers. Parents and other guest readers read books that align with learning themes.

- On-site lending libraries are stocked with books for children and families to check out and read together at home.
- Early Head Start home visitors model for parents how to read and talk about books. Home-based families also benefit from the award-winning ParentChild+ (PC+), through which they receive free books and toys and guidance on using them. Research consistently finds that the PC+ model significantly improves parent-child interactions and increases school readiness and later school success. Many

CORONA HEAD START: LITERACY

3-year-olds who met or exceeded widely held expectations



- of our home visitors were once participating families themselves and are trusted advisors who show parents how they can help their toddler learn and grow.
- Literacy events included the national Read for the Record marathon sponsored by [Jumpstart](#): Parents visited our classrooms, read to their children in the language in which they feel most comfortable, and participated in a related art activity—together with children and families around the country.

STEM

- Learning centers provide a space for children to explore different topics, such as architecture in our building center. Self-directed play is supplemented by topical books and related child-friendly objects, such as toolboxes and microscopes.
- Hands-on experiments teach scientific concepts in age-appropriate ways. For example, during Escalera Head Start's water unit, students made boats out of aluminum foil and observed whether boats floated or sank with different variables. In this way, they learned about engineering, spatial reasoning, logical reasoning, and the scientific method.

- Early Head Start fosters critical thinking, problem-solving, and creativity through two curricula, ParentChild+ and Growing Great Kids, which provide STEM activities such as shape sorters and guidance to parents on talking about the activities that foster brain development. See our [Brain Builders guide sheet](#) for families as an example.



ARTS

- [Cool Culture](#) cards provide free access to 90+ cultural institutions like museums and zoos.
- Musical instruments teach listening skills, promote the development of auditory discrimination and memory, and grow an appreciation of the art of music.

- Dramatic play centers foster children's imaginations and encourage the exploration of different perspectives and life experiences.
- Art centers and projects provide an avenue for children to explore their senses through various art materials, such as fingerpaints and glue, and instruments such as paint brushes, crayons, and markers.

PHYSICAL HEALTH AND WELLNESS



The Child Center's Corona Head Start program was featured in an article in Vox, "[The Kids Who Have Never Known Life Without Covid-19](#)." Photo credit: Bess Adler for Vox.

Since a child cannot thrive when they don't have enough to eat, access to medical care, or adequate housing, we address all those things, known as social determinants of health. We ensure their physical needs are taken care of so they can focus on learning and growing.

Children who received medical exams



Children who received dental exams



■ A nurse practitioner oversees children's health files for issues such as unmanaged chronic conditions or missed check-ups and serves as a trusted resource for families' questions and concerns. In 2022, [The Child Center Benefits Access](#) program connected nearly 4,000 families to benefits like health insurance and SNAP (food stamps). In addition, partnerships with various entities give families access to a plethora of health information and services:

■ [Northwell Health](#) offered virtual health workshops on topics of interest to our families. Each workshop typically had 30-40 attendees.

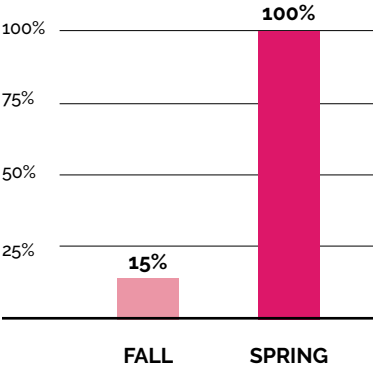
■ [Strong Children Wellness](#) (SCW), a primary health care practice, offers sick and well visits with Board-certified pediatricians via tele-health and at Child Center wellness centers.

■ [The Cornell Cooperative Extension Eat Well, Play Hard program](#), farm-to-table activities, and events such as farmers markets where families are given "Health Bucks" to buy fruits and vegetables of their choice encourage healthy living.

SOCIAL-EMOTIONAL DEVELOPMENT

Children who are born into and grow up in a physically, emotionally, and financially healthy family have a tremendous head start in life. The Child Center helps families give that kind of start to every child, and that kind of care to every member of the family.

ESCALERA HEAD START: Social-Emotional Development



■ All educators are trained in [emotionally responsive teaching](#).

■ [The Georgetown Infant/Early Childhood Mental Health Consultation model](#) helps caregivers improve their mental wellness and empowers teachers to constructively manage challenging behaviors.

■ All centers are staffed with **on-site mental health workers**, and all families are assigned a **family worker**, trained to recognize needs for services. Family workers often share lived



An Early Head Start home visit. Strengthening the parent-child bond is integral to all our early childhood programs.

experiences with clients, which engenders trust.

■ The Child Center operates **three family wellness centers**, where Head Start and Early Head Start families can access therapy and other mental health services. This includes our [Early Childhood Mental Health \(ECMH\) initiative](#) for families with children ages 0-5. ECMH services are also available on site at our early childhood education centers.

■ Families living with domestic violence have access to vital support and resources through the

Domestic and Other Violence Emergencies (DOVE) Program, thanks to the support of [Councilwoman Tiffany Cabán](#).

■ Mental wellness is woven throughout our programming in age-appropriate ways, such as by reading books about social-emotional wellness and teaching coping strategies.

■ Parent education groups and workshops provide parents and other caregivers with the tools, skills, and confidence they need to foster their children's development on their own (see next page).

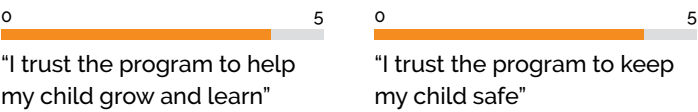
PARENT EDUCATION

At The Child Center, we recognize parents as children's first and most important teachers. In 2022, we offered dozens of educational classes and workshops for parents and other caregivers. This included financial workshops, a group counseling program, fun family events that encourage connections among families, and our most popular offering, [ParentCorps](#) (see below).

100% of families

showed significant gains in all areas measured by the National Head Start Association's [Parent Gauge Assessment Tool](#).

Earning Trust: On a scale of 1 to 5:



SPOTLIGHT: PARENTCORPS

Engaging parents as partners

Getting parents ready is a core part of getting kids ready for kindergarten. That's why The Child Center offers ParentCorps, a 14-week parenting program developed by New York University. Available in families' home

languages, ParentCorps engages parents as partners; empowers them with positive parenting strategies; supports children's social-emotional well-being; and centers race and culture, instilling pride and fostering inclusiveness.

[NYU studies](#) found that ParentCorps families showed greater involvement in their children's learning and increased use of

evidence-based practices, while teachers demonstrated more responsive teacher-student interactions and behavior management in the classroom. Researchers also found long-term results. For example, children from ParentCorps were 50 percent less likely to develop mental health problems in elementary school.

Our early childhood team sees results firsthand. "I hear families in the hallway talking about strategies they've learned in ParentCorps," says Lillian Rodriguez-Magliaro, LMSW, SIFI, who served as program director of our Corona location for 19 years, including during ParentCorps' pilot phase. "When parents and teachers provide clear and supportive direction, children learn to build healthy relationships with authority figures and each other. These skills are essential as children transition to kindergarten and are expected to be more independent on their educational journey."

[READ THE FULL SPOTLIGHT](#)



Each classroom gets a puppet "buddy" to support the children's emotional well-being.

NEW THIS YEAR



Our first socialization ever for our EHS Astoria families, pictured here with our nurse practitioner, affectionately known as Nurse Fran.

CHILD CENTER NEWS

Cash+Community Works (C+C).

C+C is a neighborhood-based initiative built on the concept of peer-driven change. It is defined by direct investment in families and peer connections that uplift whole communities. It is grounded in the conviction that families are the experts on what they need, and our job is to act as investors, advocates, and partners. In 2022, our first year, we enrolled 300 families, many of whom have children in our early childhood education programs.



This C+C cohort included many early childhood education families. [Read their story.](#)

RDI: Research, Development, and Innovation. We also launched our RDI division, dedicated to piloting bold programming, analyzing data, and scaling up programs proven to work. Learn more in our [full 2022 annual report](#).

NEW IN EARLY CHILDHOOD EDUCATION

Financial Workshops. Financial hardship is a main source of stress for almost all our families. City National Bank, where Child Center Board Member Garrett D'Alessandro is an executive vice president, facilitated a financial workshop series in families' home languages. Content included bank basics, resume writing and career growth, and creating a budget.

Return to Normal. The COVID-19 pandemic had a disproportionate effect on Child Center clients. They were the first to be let go from their jobs and most likely to have no safety net. The Child Center stepped in, connecting families to important benefits (see page 8), assisting families with remote learning, and partnering with [NY Common Pantry](#) to address food insecurity—an alliance that continues to this day.

In the 2021-22 school year, our return to normal was equally smooth and comprehensive. Head Start centers resumed full in-person operation in July 2021. An exciting development that arose from Early Head Start going back in person was a return to socializations, where families could build connections with their children and each other.

FINANCIAL OVERVIEW

	Head Start			Early Head Start		
	FY 2022 Budget ¹	FY 2022 Expenses	FY 2023 Budget*	FY 2022 Budget	FY 2022 Expenses	FY 2023 Budget
Personnel	1,375,098	1,104,653	1,378,453	1,365,546	1,182,744	1,442,664
Fringe Benefits	391,463	313,870	412,358	464,286	386,642	491,402
Facilities	61,646	53,850	70,110	122,935	85,898	129,486
Travel	1,000	594	2,000	3,500	3,441	20,150
Supplies	85,773	79,814	119,277	146,885	146,082	43,492
COVID-19 Spending ²	270,668	13,184	257,484	295,002	89,117	207,257
Other	33,362	29,101	80,456	256,711	256,578	203,357
Total Direct Costs	2,219,010	1,595,066	2,320,138	2,654,865	2,150,502	2,537,808
Indirect Costs	288,471	207,359	301,618	345,132	279,565	329,915
Total Head Start Funded Expenses	2,507,481	1,802,425	2,621,756	2,999,997	2,430,067	2,867,723
In-Kind Expenses ³	604,912	478,644	389,398	676,249	563,694	665,117
City Tax Levy ⁴	967,414	967,414	850,679	53,070	53,070	53,070
Food Program	209,727	200,746	234,292	22,231	10,654	22,269
Total Expenditures	4,289,534	3,449,229	4,096,125	3,751,547	3,057,485	3,608,179

FY 2022 Public vs. Private Funding

	Head Start	Early Head Start
Total Federal Funding	2,003,171	2,440,721
Public Non-Federal Expenses	967,414	53,070
Private Non-Federal Expenses	478,644	563,694
Total Non-Federal Expenses	1,446,058	616,764
Total Financial Support	3,449,229	3,057,485

¹The FY 2022 budgets have been modified to reflect changes in funding sources for the fiscal year.
²COVID-19 Spending budget is available to spend until March 31, 2023 in FY 2023. Non-Federal share is waived for COVID-19 Spending.
³Due to the COVID-19 crisis and lack of community resources necessary, The Child Center of NY was not able to generate the required in-kind for FY 2023. A waiver for the Non-Federal share requirement was submitted.
⁴City Tax Levy represents funding from the NYC DOE Head Start contracts which counts towards Non-Federal share. The amount funds direct and indirect costs in running the programs.
⁵City Tax Levy FY2023 budget is based on FY2022 budget less start-up funding. We are waiting for confirmation from DOE on the allocation of FY23 funding sources.

The Child Center of NY's annual independent audited financial statements for the year ended June 30, 2022, were issued by PKF O'Connor Davies, LLP, on December 1, 2022. The auditor's report reflected an unmodified opinion on the financial statements and there were no instances of non-compliance or matters that were required to be reported under the auditing standards generally accepted in the United State of America for the year ended June 30, 2022.

SUMMARY OF COMMUNITY NEEDS ASSESSMENTS

The Child Center completed an updated Community Needs Assessment in the spring of 2023 to obtain new census data and address the impact of the pandemic. Our programs continue to serve low-income families who struggle with poverty, unemployment, immigration, community violence, overcrowded housing, and inadequate access to social services. Affordable, adequate housing is the primary need for families in all districts, with an increase in children living in shelters. The COVID-19 pan-

demic exacerbated these issues and created new ones: sickness without accessible health care, food insecurity, and children being suddenly left without access to the services they need. All districts will continue to see an increase in available child care services with the expansion of NYC 3K and Pre-K for All; however, the city reports unfilled slots across all boroughs. The landscape of Head Start services throughout New York City has changed with more direct funded programs.



WHERE YOU CAN FIND US

Early Childhood Corona
Head Start Center and Early Head Start Home-Based Services
34-10 108th Street
Corona, NY 11368

Early Head Start, Astoria
Home-Based Services
37-34 29th Street
Astoria, NY 11101

Early Head Start, Woodside
Home-Based Services
43-08 52nd Street
Woodside, NY 11377

Escalera Head Start and Early Head Start Center
169 West 87th Street
New York, NY 10024

SENIOR LEADERSHIP

Traci Donnelly
Chief Executive Officer

Linda Rodriguez
Senior Vice President, Behavioral Health, Early Childhood, and Community Partnerships

Tanya Krien
Vice President, Early Childhood Education, Administration and Operations

Kristina Dubinskya
Parent Policy Council Chairperson



THE CHILD CENTER OF NY OFFERS A HOLISTIC, COMPREHENSIVE APPROACH TO LIFTING UP UNDER-SERVED YOUTH, FAMILIES, AND COMMUNITIES. Our mission is to strengthen children and families with skills, opportunities, and emotional support to build healthy, successful lives. We are committed to addressing issues boldly, always innovating to discover the most effective ways to meet challenges, measuring our results, and scaling up what is proven to work. Our programs are located in the communities we serve, with team members 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.



**THE CHILD
CENTER OF NY**

Strengthening Family. Building Community.

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