

A stylized, colorful illustration. At the top, a man in a blue cap and jacket is shown in profile, looking towards the right. Behind him, another man's face is partially visible. Below them is a large blue sign with a green border. The sign contains the title 'LASTING CHANGE' in red, dotted letters, and the subtitle 'The Children's Aid Society 2010 Annual Report' in white. Below the sign, three people are walking on a yellow ground against a blue sky with white clouds. On the left, a man in an orange shirt and pink pants walks towards the right. In the center, a woman in a brown jacket and blue pants walks towards the right. On the right, a man in a red jacket and blue pants walks towards the left, with his hand on the woman's shoulder. In the bottom right corner, there is a circular logo for The Children's Aid Society, featuring a stack of blocks and the text 'THE CHILDREN'S AID SOCIETY' and 'FOUNDED 1853'.

The Children's Aid Society 2010 Annual Report



On the cover: This artwork is a portion of a mural created by teens at our ground-breaking Next Generation Center in the Bronx. Learn more on page 6.



## Letter From The Chairman, Board Of Trustees

The innovative services provided by The Children's Aid Society to children and families in New York City serve as incubators for programs that take flight and help children across the country and around the world. Although the majority of our direct services are based here in New York, we are able to reach a much larger number of children in need through our advocacy and policy work. We also reach beyond New York City by delivering our proven models — such as community schools and the Children's Aid Carrera Adolescent Pregnancy Prevention Program — to communities near and far.

This dedication to creating effective, wide-reaching programs based on on-the-ground solutions is part of what makes The Children's Aid Society so distinctive in the field and so special to me personally. I have had a long relationship with Children's Aid, beginning in 1985 when Dr. Michael Carrera hired me as the first attending physician for the Adolescent Pregnancy Prevention Program. I also knew Children's Aid through the eyes of a parent, as my children benefited from The Society's programs — the Chorus and Wagon Road Camp.

In 1993, I joined The Children's Aid Society Board of Trustees and in 2004 I had the tremendous honor of becoming the second woman and the first person of color to lead the Board as President. My experiences and beliefs as a physician, parent and community member aligned perfectly with The Children's Aid Society's holistic method of providing children with comprehensive solutions and supports.

As my term on the Board ends, I've given some thought to transitions and the opportunities they present. During my time on the Board, I had the good fortune to work with three CEOs, all different, and all dedicated to this wonderful agency and the children and families of New York City. We have seen change in the form of rapid advancements in technology. But change has also come in the form of a severe economic recession that has brought great adversity to the families and communities we serve. It has been a demanding yet exciting time in which to lead an organization committed to serving children and families in need. It is an experience that I will treasure for life.

As I look ahead I feel optimistic, for I know that Richard Buery, my friends and colleagues on the Board and the dedicated staff of The Children's Aid Society will rise to meet the challenges ahead with the resolve and heart necessary for these times.

Sincerely,

Angela Diaz, M.D., M.P.H.  
Chairman, Board of Trustees



## Letter From The President and Chief Executive Officer



As I approach the first anniversary of my appointment as President and CEO of The Children's Aid Society, I'm truly excited to share two important messages with our friends and supporters. First, I am proud to say that we have responded to the economic downturn by continuing to develop and implement effective solutions that meet the increasing needs of low-income families. Second, we have renewed our commitment to excellence by clarifying our priorities and focusing on our ability to measure the impact of our work. In this way, we can ensure that we are investing our precious resources in strategies that will have the greatest impact on the children and families we serve.

Throughout the first 157 years of The Children's Aid Society, the economy has cycled through highs and lows, some more severe than the recession we are still experiencing. And through them all, Children's Aid has remained strong. We have always developed new and effective strategies to serve our city's most vulnerable children.

For example, during the depths of the Great Depression in 1933, Children's Aid established Homemaker Services in cooperation with the Junior League, with Eleanor Roosevelt as its first chairwoman. The new service provided a homemaker, or "mother's helper," for families in crisis. It also laid the foundation for a wide variety of programs that The Children's Aid Society operates today that utilize treatment and advocacy efforts in the home and outside of it to avoid family disruption and to strengthen parent-child relationships.

This spirit of innovation, I have been pleased to discover, continues today throughout The Children's Aid Society. Our Children's Aid Carrera Adolescent Pregnancy Prevention Program is one of two pregnancy prevention programs nationwide that has recently been granted 'Top Tier' status by The Coalition for Evidence-Based Policy because of its proven ability to reduce teenage pregnancies and births. There is encouraging evidence that our pilot Go! Books initiative is improving language and literacy development for young children in Head Start, as well as their social-emotional competencies, when compared to children in a control group. Children's Aid's medical foster care unit, which provides loving foster homes to medically fragile children, and our Next Generation Center, which delivers critical supports to teenagers who are transitioning out of foster care or returning home from juvenile incarceration facilities, offer services that are unique not just to New York City but to the nation. Our newest initiative, the Housing Stability Resource Center, keeps families strong and stable by helping them avoid foreclosure and eviction. Each day, we respond creatively, compassionately and effectively to the problems we see in our communities.

As impressive as it has been to see firsthand how much Children's Aid has meant to families in need, it has also become clear that we must increase our investment in evaluating our work. By demonstrating the effectiveness of our programs, we can be sure that the resources invested by our partners and the trust invested by our families are having the

maximum impact. This would be true at any time, but it is especially true at a time like this — when the needs of families are rising and the resources available to meet those needs are diminishing.

This year, we will sharpen our focus on outcomes: for example, by ensuring that young children in our early childhood programs enter school ready to learn or that low-income children in our community schools access the high quality healthcare in our school-based health centers. As we focus on defining and measuring our intended outcomes, the conclusions that we draw will drive our organizational priorities and improve the quality and impact of our work; and we will be uniquely poised to effectively communicate our value to funders, policymakers and the public.

With your support, we will move forward in this very deliberate way, while continuing to help improve the lives of the children, families, and communities we are so honored to serve.

With my deepest thanks,

A handwritten signature in blue ink that reads "Richard R. Buery, Jr." The signature is fluid and cursive, with a large, stylized 'B'.

Richard R. Buery, Jr.  
President and Chief Executive Officer

## Lasting Change

Innovation is a word often associated with business or the newest technological device, but it also applies to a sick child living with a loving family instead of in an institution or to a preschooler persuading her parent to buy vegetables instead of chips. These seemingly simple scenarios

“Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement and progress.”

— Theodore Levitt

are true innovations that The Children’s Aid Society has worked diligently to achieve, generating creative solutions to help the neediest among us. Children’s Aid has affected the lives of generations of New Yorkers, and will continue to do so, by continually striving for new and inventive ways to see underserved children and families through hard times. By evolving our thinking, we can work to anticipate the needs of our families and craft sustainable change that works.

Initiatives, such as those detailed on the following pages, are often replicated and flourish in cities and states across the country and throughout the world. This allows Children’s Aid to have a national and international impact.

Right: A young Harmony in Harlem program musician performed in Children’s Aid’s Arts Alive! concert at El Museo del Barrio this spring.

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Children’s Aid has affected the lives of generations of New Yorkers, and will continue



## A History of Innovation



**1853** An estimated 30,000 homeless children lived in deplorable conditions on the streets of New York City in the 1850s. Unwilling to accept the bleak futures that awaited these children, Charles Loring Brace and a group of social reformers founded The Children’s Aid Society in New York City, removing abandoned and orphaned children from the streets and placing them with farm families in the West. The “Orphan Train Movement” is now recognized as the beginning of modern foster care in the United States.

**1881** As New York City became a major manufacturing center and more women joined the workforce, the need for child care became a concern. To safeguard these children, The Children’s Aid Society opened the first day nursery for infants and children of working women.



**1906** The Children’s Aid Society opened the first free school-based dental clinic in the United States in the 52nd Street School. By 1913, there was a dental clinic in every Children’s Aid school in response to new concerns about children’s dental health after the turn of the century.

**1973** The City of New York selected Children’s Aid to conduct the first Preventive Service Project, to explore whether intensive social services could prevent foster care placements or ensure an earlier return of a child to his or her home.



**1992** The Children’s Aid Society worked in partnership with the New York City Board of Education to establish I.S. 218, our first public community school, in Washington Heights, a low-income neighborhood of recent immigrants. Community schools provide extended-day programs, on-site health, dental, mental health and social services, as well as educational opportunities for adults to complement the core academic curriculum of each school. Children’s Aid currently operates 22 community schools in New York City and offers technical assistance to districts across the country and around the world through our National Center for Community Schools.

**2007** To combat an acute lack of fresh fruits and vegetables in low-income communities, Children’s Aid partnered with the Council on the Environment of New York City to bring its first Youthmarket, a greenmarket run by students, to a community school. Students and parents study nutrition and healthful cooking and share fresh, delicious ingredients and foods with their neighbors.

For more Children’s Aid innovations, visit [www.childrensaimsociety.org/about/history/history-firsts](http://www.childrensaimsociety.org/about/history/history-firsts)

## A Commitment to Innovation

### The Children's Aid Society Carrera Adolescent Pregnancy Prevention Program

Children's Aid began offering sex education workshops for teens, parents and staff in 1970, but found that sex ed alone wasn't enough to effectively influence the behavior of teens. In 1984 we launched a reconceptualized adolescent pregnancy prevention program, directed by Dr. Michael A. Carrera, utilizing a holistic approach that helps youth develop personal goals and the desire for a productive future. **Outcomes:** The program is a fully evaluated teenage pregnancy prevention program with statistically proven effectiveness, yielding a 50% reduction in pregnancies and birth rates in program girls.

### Health Care Access Program

Many families struggle with a lack of health insurance even when they are eligible for public insurance programs. In 1998 Children's Aid established our Health Care Access Program (HCAP) to facilitate the enrollment of children and families in New York's government-sponsored health insurance programs: Medicaid, Child Health Plus and Family Health Plus. **Outcomes:** During the 2009-2010 fiscal year, HCAP facilitated the enrollment of 8,742 individuals and has enrolled approximately 83,000 since the program was founded.



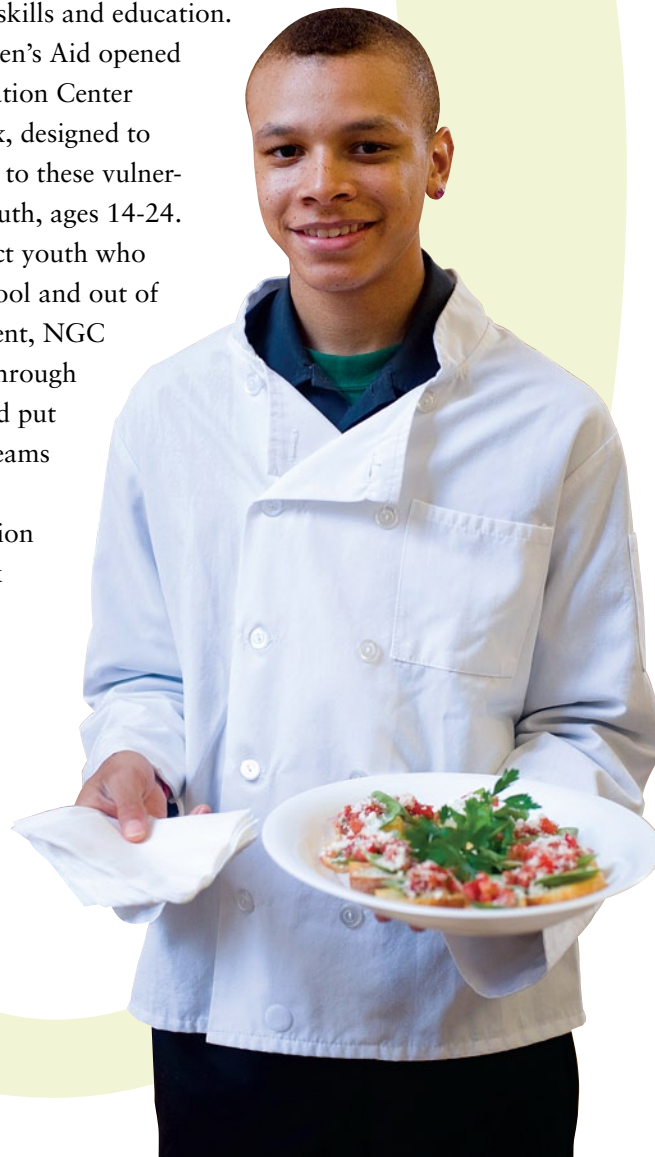
### Next Generation Center

In New York City every year, over 1,000 young adults are discharged from (or age out of) foster care. Over 200,000 young people, including many of those who have aged out, are "disconnected:" neither in school nor working and lacking basic skills and education.

In 2006 Children's Aid opened the Next Generation Center in the South Bronx, designed to provide vital services to these vulnerable disconnected youth, ages 14-24. **Outcomes:** To connect youth who have been out of school and out of work with employment, NGC prepared 112 teens through rigorous training, and put 65 directly on paid teams for entrepreneurial, catering, peer education and technology work in 2010.

Above: Individual and lifetime sports are components of the CAS Carrera program.

Right: Next Generation Catering team member offers delicious hors d'oeuvres prepared for guests.



### Medical Foster Care

An increasing number of babies were born to drug-addicted mothers in New York City in the 1980s and hundreds of these babies were infamously abandoned in the city's hospitals. In 1988 Children's Aid created our Medical Foster Care Program, one of the first specialized foster care programs to serve as an alternative to institutional care for children with severe medical conditions. Children are referred to Children's Aid through the NYC Administration for Children's Services and placed with specially recruited and medically trained foster parents, who receive ongoing support and supervision from Children's Aid.

**Outcomes:** Today our Medical Foster Care Program oversees the care of 184 children and their families and finalized 28 adoptions this past year.

### Go!Kids

As one in three children in the United States is overweight or obese, First Lady Michelle Obama vowed to combat the youth obesity problem with the launch of her Let's Move initiative in early 2010. In 2003 we began Go!Kids, a 24-week food and fitness obesity-prevention curriculum for three-to-five-year-olds, designed to instill healthy eating and lifestyle habits in young children and their parents. **Outcomes:** A 2008 randomized control evaluation showed that the Go!Kids cur-



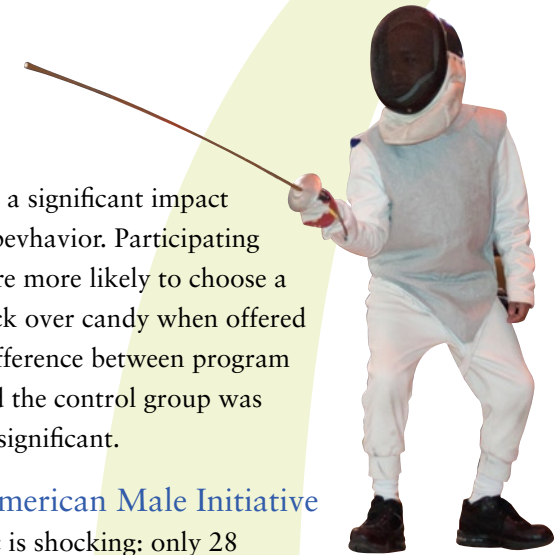
riculum had a significant impact on student behavior. Participating children were more likely to choose a healthy snack over candy when offered both; the difference between program children and the control group was statistically significant.

### African American Male Initiative

The statistic is shocking: only 28 percent of Black males graduate high school on time in New York City. To reverse this tide of wasted potential and opportunity, Children's Aid's African American Male Initiative's first program, Steps to Success, was launched in 2007 with a group of 2nd, 3rd and 4th grade boys. The program provides life coaching, academic support, a cultural academy and exposure to Everyday Heroes (Black male role models). Parents receive supports as well. **Outcomes:** One hundred percent of the boys in the program have been promoted to the next grade in school each year, an especially impressive accomplishment given that 31.6% of Black boys, ages 9-11, in the U.S. are already below the typical grade for their age, suggesting that they are likely to be set off track early on.

Above: Go!Kids combines yoga and exercise with an age-appropriate healthful eating curriculum.

Top Right: Fencing is one of the engaging options in the AAMI's Saturday Cultural Academy.



## Looking Ahead

Going forward, Children’s Aid will engage in a purposeful process of defining key outcomes we hope to achieve for families and building systems to collect and analyze that data. This will drive future innovation by allowing us to see where there are gaps between our intended outcomes and what we actually accomplish. This builds on our tradition of using data to understand our impact and improve quality.

For example, as the Children’s Aid Carrera Adolescent Pregnancy Prevention Program celebrated its 25th anniversary in 2009, it was found to meet Top Tier evidence of effectiveness standards by The Coalition for Evidence-Based Policy and is eligible for federal funding for the first time in its history, thanks to outcomes evaluated recently in an independent study.

Also in 2009, Children’s Aid’s juvenile justice program, Lasting Investments in Neighborhood Connections (LINC), began to use a sophisticated database called “Efforts to Outcomes” (ETO). This database allows us to monitor staff efforts and analyze their efficacy in achieving desired outcomes. In the coming year LINC will use ETO to help us determine how to best serve this high-risk population of disconnected, formerly incarcerated youth.

Children’s Aid’s medical department is implementing an Electronic Health Records system, which will help us improve the quality of patient care by gathering important medical information in one place. The system will also maximize Children’s Aid’s revenue generation and billing to private and public insurance companies and enhance our medical division’s data mining and reporting for strategic planning and capacity building, enabling us to provide more health care to underserved communities.

Innovations are the key to The Children’s Aid Society’s future, as they have been throughout our past. We must continue to understand the impact of our innovations, by collecting data and sharing intelligence. Such evaluations of new ideas will help us move forward, as we continually learn how best to invest in the future by helping the city’s neediest children.

Below: This “eco dress” was created by teens who modeled at the annual Children’s Aid Art Show.



## Financial Report

### Statement of Activities

(for the year ending June 30 — dollars in thousands)

	2010	2009
<b>Operating Expenses</b>	Preliminary	Audited
Adoption and Foster Care	\$ 25,534	\$ 24,869
Children’s Centers	26,572	25,828
Counseling and Homebased Services	17,482	18,097
Health Services	13,183	14,402
Camps	1,789	2,125
Community Schools	11,078	11,247
Stern Adolescent Sexuality Training Center	7,662	7,102
Management and General Administration	6,210	7,011
Development / Fundraising	3,143	3,094
<b>Grand Total Expenses</b>	<b>\$ 112,653</b>	<b>\$ 113,775</b>
<b>Operating Income</b>	Preliminary	Audited
Restricted and Unrestricted Income	\$ 16,125	\$ 19,200
Public and Government Support	65,754	65,012
Fees and Other Income	10,387	9,807
Investment Income	22,495	(35,202)
<b>Grand Total Income</b>	<b>\$ 114,761</b>	<b>\$ 58,817</b>
<b>Change in Net Assets</b>	<b>2,108</b>	<b>(54,958)</b>
<b>Net Assets, beginning of the year</b>	<b>219,098</b>	<b>274,496</b>
Adjustments	(164)	(440)
<b>Net Assets, end of the year</b>	<b>\$ 221,042</b>	<b>\$ 219,098</b>

Note: Consistent with Board policy, certain programs or departments are supplemented by withdrawals from reserves. In addition, the Board voted to provide additional funds from the reserves in FY 2010 to insure that the most needed services remained in place during the economic downturn. Adjustments relate to changes in net assets other than net periodic pension costs as a result of adopting and applying new accounting standards (ASC 715-20) to employee benefit plans.

# Foundations, Corporations & Associations

The Children's Aid Society thanks the following foundations, corporations, trusts and associations for their generous support of our work during the fiscal year ending June 30, 2010. Amounts shown reflect cash gifts; multi-year pledges and pledge payments are marked as such. Family foundations not found here are listed with the Mentors' Circle starting on page 13.

## \$1,000,000+

The Atlantic Philanthropies\*\*  
The Edna McConnell Clark Foundation\*  
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## \$500,000+

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United Way of New York City

## \$250,000+

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Children's Aid's holiday parties, back-to-school drives, special events and children's outings wouldn't be the same without the considerate gifts of goods and services provided by our supporters. Our heartfelt thanks go to the following companies and individuals for their kindness.



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As my service as a Trustee, President and now Chairman of the Board ends, I am filled with the utmost gratitude to my colleagues on the Board of Trustees, the Advisory Council and the Associates Council, who provide caring leadership to The Children's Aid Society and will continue to do so. I am also most grateful to the entire talented staff of Children's Aid and their tireless work on behalf of the needy children and families of New York.

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Douglas Marino  
Business Manager



# Where We Work

## Counseling & Home-Based/Foster Care & Adoption Services

### Bronx

**Bronx Family Center**  
1515 Southern Boulevard  
Bronx, NY 10460  
718.589.3400  
**Early Childhood Center**  
718.620.1200

**Next Generation Center**  
**Bronx Foster Care Annex**  
**LINC @ NGC (Lasting Investments in Neighborhood Connections)**  
1522 Southern Boulevard  
Bronx, NY 10460  
718.589.4441

**Family and Youth Intervention (FYI) Program†**  
369 East 148th Street,  
2nd Floor  
Bronx, NY 10455  
718.716.7531

### Brooklyn

**LINC (Lasting Investments in Neighborhood Connections)**  
Site to be Determined  
212.996.1716

**Family and Youth Intervention (FYI) Program†**  
175 Remsen Street, 7th Floor  
Brooklyn, NY 11201  
718.625.8300

### Manhattan

**Carmel Hill Project**  
69 West 118th Street, Suite 1W  
New York, NY 10026  
212.423.5806

**Lord Memorial Building**  
150 East 45th Street  
New York, NY 10017  
212.949.4800

**Pelham Fritz Transitional Apartments**  
17-21 West 118th Street  
New York, NY 10026  
212.348.5356  
**Day Care Center**  
212.427.8851

**Family and Youth Intervention (FYI) Program†**  
60 Lafayette Street, 3C25  
New York, NY 10013  
212.619.0383

## Community Centers

### Bronx

**Hope Leadership Academy II**  
**Banana Kelly/Holcombe L. Rucker High School**  
965 Longwood Avenue  
Bronx, New York 10459

### Manhattan

**Drew Hamilton Learning Center**  
2672 Frederick Douglass Blvd.  
at 142nd Street  
New York, NY 10030  
212.281.9555

**Dunlevy Milbank Center\*\***  
14-32 West 118th Street  
New York, NY 10026  
212.996.1716  
**Milbank Health Services**  
212.369.8339

**East Harlem Center**  
130 East 101st Street  
New York, NY 10029  
212.348.2343

**Frederick Douglass Center\*\***  
885 Columbus Avenue at  
104th Street  
New York, NY 10025  
212.865.6337

**Hope Leadership Academy**  
1732 Madison Avenue at  
114th Street  
New York, NY 10029  
212.987.5648  
917.492.0586

**Philip Coltoff Center at Greenwich Village**  
219 Sullivan Street  
New York, NY 10012  
212.254.3074

**Early Childhood Annex**  
177 Sullivan Street  
New York, NY 10012  
212.505.6545

**Rhinelanders Children's Center**  
350 East 88th Street  
New York, NY 10128  
212.505.6545

**Stern National Adolescent Sexuality Training Center**  
350 East 88th Street  
New York, NY 10128  
212.876.9716

**Taft Early Childhood Center**  
1724-26 Madison Avenue  
at 114th Street  
New York, NY 10029  
212.831.0556

## Staten Island

**Goodhue Center**  
**William Osborn Day Camp**  
304 Prospect Avenue  
Staten Island, NY 10301  
718.447.2630

**Family and Youth Intervention (FYI) Program†**  
129 Clinton Avenue  
Staten Island, NY 10301  
718.273.5305

## Westchester

**Wagon Road Camp**  
431 Quaker Road  
Chappaqua, NY 10514  
914.238.4761

## Community Schools

### Bronx

**C.S. 61 Francisco Oller/ I.S. 190 The Environmental Science, Mathematics and Technology School**  
1550 Crotona Park East  
Bronx, NY 10460  
718.991.2719

**Fannie Lou Hamer Freedom High School**  
1021 Jennings Street  
Bronx, NY 10460  
718.861.7891

**Fannie Lou Hamer Middle School**  
1001 Jennings Street  
Bronx, NY 10460  
718.861.7891

**I.S. 98 Herman Ridder**  
1619 Boston Road  
Bronx, NY 10460  
718.842.2760

**Roberto Clemente Campus\***  
250 East 164th Street  
Bronx, NY 10456  
718.293.3144

**Theater Arts Production Company Middle and High School**  
2225 Webster Avenue  
Bronx, NY 10457  
718.584.0832

### Manhattan

**High School for Excellence and Innovation**  
650 Academy Street  
New York, NY 10034  
718.902.4555

**Manhattan Center for Science and Mathematics**  
280 Pleasant Avenue  
New York, NY 10029  
212.423.9630

**Mirabal Sisters Campus\***  
21 Jumel Place at 168th Street  
New York, NY 10032  
646.867.6066

**P.S. 5 Ellen Lurie**  
3703 Tenth Avenue at  
Dyckman Street  
New York, NY 10034  
212.567.5787

**P.S. 8 Luis Belliard**  
465 West 167th Street  
New York, NY 10032  
212.740.8655

**P.S./I.S. 50 Vito Marcantonio**  
433 East 100th Street  
New York, NY 10029  
212.860.0299

**P.S. 152 Dyckman Valley**  
93 Nagle Avenue  
New York, NY 10040  
212.544.0221

**Salomé Ureña de Henríquez Middle Academies Campus\***  
4600 Broadway at 196th Street  
New York, NY 10040  
212.569.2880

**National Center for Community Schools**  
475 Riverside Drive  
Suite 1220  
New York, NY 10115  
212.569.2866

## Staten Island

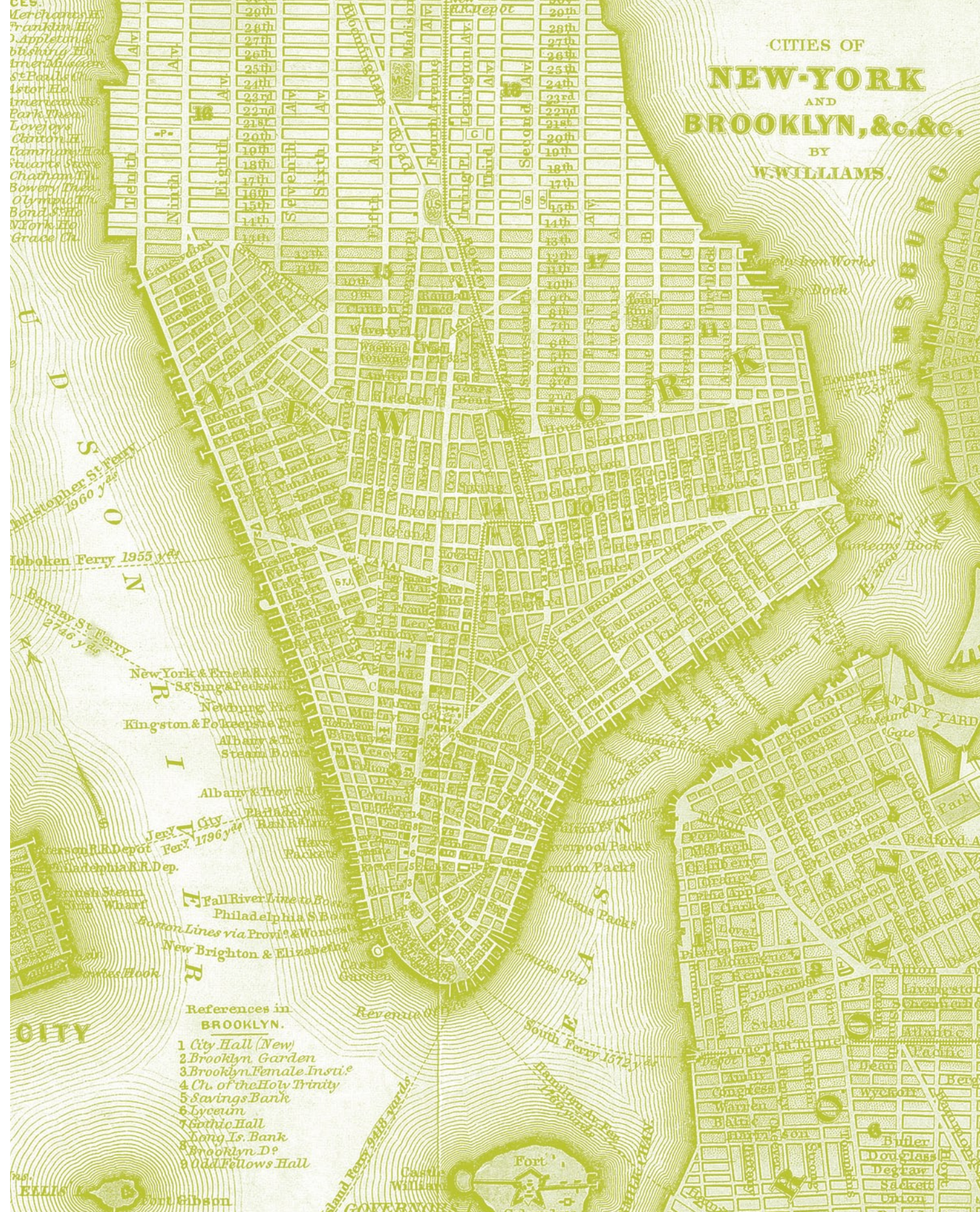
**I.S. 61 William A. Morris**  
445 Castleton Avenue  
Staten Island, NY 10301  
718.727.8481


**I.S. 72 Officer Rocco Laurie**  
33 Ferndale Avenue  
Staten Island, NY 10314  
718.698.5757

## Executive Offices

**Executive Headquarters**  
105 East 22nd Street  
New York, NY 10010  
212.949.4936

Concept/Design: Andrew Miller. Principal photography: Ben Russell. Additional photography: Lily Kesselman, Andrew Walker. This piece is printed on Mohawk Navajo 20% PC Brilliant White, which is manufactured entirely with Green-e certified wind-generated electricity.





**Our Mission** The Children's Aid Society of New York City provides comprehensive support for children in need, from birth to young adulthood, and for their families, to fill the gaps between what children have and what they need to thrive.



The Children's Aid Society  
105 East 22nd Street  
New York, NY 10010  
[www.childrensaidsociety.org](http://www.childrensaidsociety.org)