In our 67th year CCC leveraged the expertise of staff and the enthusiasm of citizens to secure critical policy and budgetary victories on behalf of New York City’s children.

We helped to restore and baseline $30 million for child abuse neglect prevention and $82 million for child care in the City’s FY’12 Adopted Budget. We worked strategically to ensure that the State’s budget would close underutilized juvenile justice beds, establish funding for alternatives to incarceration, and protect investments in primary prevention. We met year round with elected officials and our e-advocacy network secured over 31,000 constituent letters to state, local and federal policy makers.

We reached 8,000 New Yorkers with bi-monthly e-newsletters, secured media coverage in 126 outlets with 45 direct quotes on a wide range of topics, and launched a robust social media effort. We engaged hundreds of New Yorkers in policy briefings and issues updates and graduated eighteen adults and forty-one youth from our community leadership courses. We distributed 2,000 copies of Keeping Track of New York City’s Children and trained service providers on how to use the KT Online database. We published Green Carts: Year One Implementation and commenced a new task force to examine the use of WIC produce vouchers at farmers markets in New York City.

Our 2010-2011 Celebration Breakfast and CCC Celebrates at MoMA events fueled our good work and the MoMA event was the most successful fundraising event in CCC’s history. Finally, we engaged in a strategic planning process that produced a five-year plan to help us achieve our mission with measurable improvements in the years ahead.

We are thankful for the generous support of our Board, Advocacy Council, and individual donors, our foundation supporters and corporate sponsors, and indebted to our staff. CCC remains a strong, effective, voice for New York City’s children.
As an independent voice that does not accept government funding, CCC is able to engage and activate diverse groups, bridge differences, and find common ground to support the best and most cost-effective ways of helping children. In 2011, our advocacy resulted in the protection of sound investments at the City, State, and federal level. In response to the tragic death of Marchella Pierce, CCC joined the ACS/Public Advocate Children’s Planning Committee to help analyze child protective and preventive services and issues related to medically fragile children. The publication of the committee’s final report and report recommendations, coincided with the announcement that the City’s FY’12 budget would permanently restore $30 million in funding for preventive and homemaking services.

CCC’s analytic and government relations’ expertise played a central role in the Emergency Coalition to Save Child Care. We leveraged our expertise to produce material to engage the media and cultivate key champions who would make child care a top budget priority. The coalition successfully secured a restoration of $82 million in the City’s FY’12 budget, preventing a devastating reduction to child care capacity.

CCC’s advocacy also informed state juvenile justice reforms and an SFY’12 Budget that includes funding for alternatives-to-detention, closes empty juvenile facility beds, and protects investments in primary prevention. On the federal level, CCC coordinated outreach activities to Congress on behalf of a local child nutrition coalition; our meetings and viral advocacy campaigns helped to inform passage of the Healthy, Hunger Free Kids Act of 2010.

**KEY BUDGET AND POLICY VICTORIES**

**City Plan to Eliminate Nearly 17,000 Child Care Subsidies from Low Income Working Parents**

**The New York Times**

A Real, Unnecessary Crisis for Families

"As an independent voice that does not accept government funding, CCC is able to engage and activate diverse groups, bridge differences, and find common ground to support the best and most cost-effective ways of helping children. In 2011, our advocacy resulted in the protection of sound investments at the City, State, and federal level."
CCC’s wide-ranging community education and communication initiatives are designed to facilitate our advocacy by reaching thousands of New Yorkers to educate them about the issues and spur them to action. On a smaller scale, we nurture and develop leaders in-house, who carry our message to others and inspire greater numbers to make a difference for children. On a larger scale, we hold briefings for hundreds of advocates and colleagues, host robust feeds on Twitter and Facebook, engage an active and growing e-advocacy list, and maintain strong relationships with journalists who can reach hundreds of thousands.

CCC engaged TV, print and radio media to reach hundreds of thousands of New Yorkers and we secured more than 126 media hits and 45 direct quotes in outlets ranging from the New York Times, the Wall Street Journal, to WNYC. We provided critical background information to journalists, including fact sheets and budget analyses, and walked reporters through the fine detail of key policy and budgetary issues. We hosted and participated in rallies and press conferences that drew attention to critical issues and advocacy opportunities.
Our nascent Facebook and Twitter feeds grew tenfold this year and are now updated daily on pressing child-related issues, news and calls to action. Our 1,000 combined followers regularly spread the word, “liking,” sharing and re-tweeting our message, with a measured regular daily impact of 3,500 readers or more.

CCC’s Policy Briefings and Issues Updates reached over 400 colleagues and volunteers on a wide range of child policy issues. Our community leadership courses, the CLC and YCLC, graduated 18 adults and 41 high school students. Our YouthAction Members executed a public-awareness campaign on bullying and community violence and co-sponsored a YouthSpeak conference with Leave out Violence (LOVE), while our youth led peer trainings reached 173 students citywide. CLC and YCLC graduates joined over 200 volunteers at press conferences, rallies and advocacy meetings at City Hall and in Albany. Concurrently, CCC activated our e-action network of 8,000+ subscribers to send over 31,000 emails to federal, state and local policymakers.
Beyond our aforementioned work on child abuse and neglect prevention, child care, and juvenile justice, much of CCC’s 2010-2011 fact-finding focused on the health and mental health needs of children and youth. By pairing professional staff with CCC volunteers we produced an assessment of Green Cart implementation, completed data analysis on school based mental health services at the elementary level, initiated a new task force on WIC produce vouchers, administered a street poll on the Breakfast in the Classroom program, collected data on the transition to privately-run school based dental clinics, and provided the analytics underwriting advocacy for the zero to five mental health initiative. These efforts will inform future priority setting as well as more extensive research, community education, and advocacy opportunities in the coming year.

CCC also distributed 2,000 copies of *Keeping Track of New York City’s Children*, our signature data book, free of charge, and provided trainings on *Keeping Track Online*, reaching member agencies of United Neighborhood Houses, the Youth Alliance, the Youth Justice Board, the Human Services Council, and Montefiore’s Social Pediatrics Program.

CCC’s founders strongly believed that advocacy could only be as good as the research behind it and that citizen volunteers could augment the work of a small professional staff. Fact-based advocacy, achieved through a citizen volunteer – staff partnership, remains the bedrock of CCC’s activities. Our research products continue to inform CCC’s advocacy priorities and activities and the advocacy of others.
2010 CELEBRATION BREAKFAST SPONSORED BY KAPLAN

Over 500 supporters and lead corporate sponsor Kaplan, Inc. joined us for our 2010 Celebration Breakfast on October 19th at the Waldorf=Astoria. We honored CCC Vice President, Nancy Locker, for her lifetime dedication to children and her inspirational leadership and the Urban Youth Collaborative for effective youth-lead community activism. Luis Ubiñas, President of the Ford Foundation, delivered a Keynote Address on increasing access to opportunity for the most disadvantaged.

Since CCC is independent and does not accept government funding, 100% of our budget is raised from the ground up every year. We are indebted to our supporters and humbled by the incredible advocates who were honored at our special events this year.

CCC CELEBRATES AT MOMA SPONSORED BY TF CORNERSTONE

On April 5th CCC returned to the Museum of Modern Art for our annual art benefit, CCC Celebrates at MoMA. Over 1,000 guests joined lead corporate sponsor TF Cornerstone to honor longtime advocates Ricki Tigert Helfer and Michael Helfer and Fred and Thomas Elghanayan. The event raised a record-breaking $1 million to support CCC’s fact-finding, community education, and advocacy.

CCC presented our Founders Award to NYC City Council Member Annabel Palma at our Annual Meeting on June 2nd, in recognition of her unwavering commitment to child well-being and civic life. CCC also acknowledged the inaugural class of Platinum Advocates — CCC’s most ardent financial supporters, who have consistently sustained CCC’s mission over a period of twenty years or more.
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Courtney Wolf
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## Statement of Activity
March 31, 2011 with comparative totals for 2010

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>2011 Total</th>
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<td>797,196</td>
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<td>Fall benefit (less direct costs of</td>
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<td>Restrictions satisfied by payments</td>
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<td>EXPENSES:</td>
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<td>Program services:</td>
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<td>Keeping Track</td>
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<td>Total Program Expenses</td>
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<td>CHANGE IN NET ASSETS</td>
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<td>NET ASSETS AT BEGINNING OF YEAR</td>
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<td>NET ASSETS AT END OF YEAR</td>
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<td>$20,000</td>
<td>$1,695,647</td>
<td>$1,526,195</td>
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</tbody>
</table>
2010-2011 DONORS

We would like to thank the many foundations, corporations, organizations and individuals that have provided support and in-kind expertise for CCC’s programs and activities. Listed below are donors for CCC’s 2010 Fall Breakfast, our 2011 CCC Celebrates at the Museum of Modern Art event and all CCC grants and annual gifts for our 2011 Fiscal Year. Pledges and contributions to our Board Designated Assets and The Fund to Secure Every Child’s Birthright are listed separately.

Citizens’ Committee for Children of New York is tax exempt under 501 (c) (3) of the Internal Revenue Code. Donations are tax-deductible to the extent allowed by law.

<table>
<thead>
<tr>
<th>FOUNDATIONS, CORPORATIONS AND ORGANIZATIONS: GRANTS AND SPECIAL EVENTS</th>
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</thead>
<tbody>
<tr>
<td><strong>$50,000 or more</strong></td>
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<tr>
<td>Ira W. DeCamp Foundation</td>
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<td>Bernard &amp; Alva Gimbel Foundation</td>
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<td>Taconic Foundation</td>
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<td>Altman Foundation</td>
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<td>Lily Auchincloss Foundation</td>
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<td>Promontory Financial Group, LLC</td>
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<td>Robert Sterling Clark Foundation</td>
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<td>Rose Associates, Inc.</td>
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<td>Skadden Arps Slate Meagher and Flom LLP</td>
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<td>The Appleman Foundation</td>
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<td>Bloomberg</td>
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<td>J.E. &amp; Z.B. Butler Foundation</td>
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<td>DLA Piper</td>
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<td>The Dreitzer Foundation</td>
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<td>William and Mary Greve Foundation</td>
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<td>The Frances Lear Foundation</td>
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$2,500 or more
Citrin Cooperman & Company, LLP  
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Kramer Levin Naftalis & Frankel, LLP  
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