Citizens’ Committee for Children of New York, Inc.

Annual Report 2017–2018
Since 1944, Citizens’ Committee for Children of New York, Inc. (CCC) has convened, informed and mobilized New Yorkers to make the city a better place for children. CCC’s approach to child advocacy is fact-based and combines the best features of public policy research with a tradition of citizen activism. Our focus is on identifying the causes and effects of vulnerability and disadvantage, recommending solutions to the challenges children and families face, and working together to make public policies, budgets and programs more responsive to the needs of children.
A Message from Leadership

This year called for relentless and dedicated advocacy on a host of city, state, and federal issues. The threats to vulnerable children and families by the federal administration spurred us to mobilize our base of volunteers and advocates throughout the year, and to speak out against devastating policies on immigration, food security, healthcare, gun violence, and more. At the same time, on the state and local level, we continued to provide leadership for coalitions and campaigns advancing program and budget priorities in child welfare, juvenile justice, family homelessness, and early education and youth services policy. Our budget and legislative advocacy resulted in increased investments in social workers for schools with high numbers of homeless students, expanded summer camp and after-school programming, and the passage of a state pilot rental assistance program. In addition, we helped stave off dramatic reductions in child welfare resources and elevated the issue of salary disparity that plagues the early childhood workforce, among other successes.

We improved our ability to make the case for needed investments and/or legislation thanks in part to the official launch of our Child Well-being Data Institute, which has positioned CCC as one of the premier data and research institutions on child and family well-being in the country. Besides significantly expanding the online indicators in our Keeping Track Online database and producing regular data analysis and infographics, we undertook participatory research projects in northern Manhattan and the North Shore of Staten Island. These research projects combined qualitative research and quantitative data analysis to create a comprehensive picture of what life is like for people living and working in these communities and offered concrete community-driven recommendations to better address child and family needs and promote economic mobility.

We continued our civic engagement work, welcoming advocates of all generations and equipping them with the tools and skills they need to raise their voices on behalf of New York City’s children. Our Board and Advocacy Council members and expert staff were steadfast in engaging in important conversations with elected leaders, philanthropists, and partner organizations. Thanks to the support of so many of these talented and dedicated New Yorkers, we at CCC continued to tirelessly advance our mission to ensure that every child is healthy, housed, educated, and safe.

Thank you,

Veronica Dillon,
Chair

Arlette Ferguson Mathis, President

Jennifer March, Executive Director
In New York City, over 81,000 children are living in poverty. Nearly 45 percent of these children live in the 12 community districts where child poverty is greater than 40 percent.

For families with children, median income is up 37% in Manhattan compared to before the recession, and 12% in Brooklyn.

In 2016, white households had a median income higher than black households, higher than Asian households, and higher than Latino households.

This gap has increased since before the recession. While median income for Asian, black, and Latino households is statistically unchanged compared to before the recession, median income for white households is up 6%.
This past year, CCC launched the Child Well-being Data Institute, an effort to strengthen CCC’s research and advocacy capacity, and increase our support for data-driven discussion and decision-making in direct service, government, philanthropy, and academia. The Institute leveraged five distinct approaches to bring CCC’s Keeping Track database front and center, offering deeper analysis of emerging policy issues; year round trainings on the data for direct service professionals, foundations, and staff of elected officials; lectures on research methods and child well-being data at schools of social work, public health, urban policy and law; co-hosting child well-being policy conferences; and engaging New Yorkers in participatory research in communities.

This work has resulted in the addition of new indicators and assets on Keeping Track Online (KTO) and new online features that support user-friendly data analysis, mapping and visualization. We also produced and disseminated a new edition of our Keeping Track of New York City’s Children databook; a new edition of CCC’s Community Risk Ranking; a Keeping Track of Family Homelessness report; and dozens of blogs, infographics, and other products that offered time-sensitive analysis on a wide array of critical issues.

Additionally, our participatory research projects afforded us the opportunity to develop deep and meaningful relationships with countless service providers and community stakeholders in northern Manhattan and on the North Shore of Staten Island. Each project leveraged quantitative and qualitative data analysis to illustrate persistent, worrisome trends related to constrained economic mobility, housing instability, disparate education outcomes, and barriers to a wide range of services that negatively impact household stability and child and family well-being. These reports also brought forward the strong desire of residents and service providers to advance community-driven solutions that improve access to services and expand economic, educational and cultural opportunities, as well as encourage civic engagement and collaborative problem-solving.

The Institute has proven itself a unique and invaluable resource for those seeking to improve the well-being of New York City’s children and families. It has improved our collective understanding of the conditions in which children and families live, the risk factors that impact their well-being, and the presence or absence of critical assets at the community level. It has also captured and shared data on the lived experience of children and families. It has and will continue to function as a solid platform for research and advocacy by CCC and our partners in philanthropy, direct service, government, and New York City at large.
CCC remains an honest broker among colleagues in New York’s government, nonprofit and advocacy communities. We conduct ongoing analysis of city and state budgets, legislation and services and engage diverse partnerships to find common ground and advance critical priorities for children.

CCC’s advocacy campaigns advance specific budget, legislative and policy proposals that seek to improve the well-being of New York City’s children and their families. Our advocacy is grounded in effective budgetary analysis, expert guidance on legislation, prolific written testimonies, and effective coalition building.

Our advocacy also cuts across many issues facing children and families in the city, with CCC serving as a recognized expert on child welfare and juvenile justice; health and mental health; housing and homelessness; early childhood education, education, and after-school programs; as well as financial stability and healthy, affordable food.

This past year we helped secure several crucial wins for some of the most vulnerable children in New York City and State, including passage of a child welfare bill package at the city level that strengthened preventive services, passage of a state KinGAP enhancement bill, and inclusion of the federal Family First Act in a Continuing Resolution. We also spearheaded the New York State Child Welfare Coalition to mobilize colleagues and New Yorkers across the state and successfully fight off proposed state cuts to child welfare services that would have undone the substantial progress made over the last decade in keeping children out of foster care.

CCC’s advocacy with the Campaign for Children (C4C) secured funding for 23,000 middle school summer camp spots and $16 million in city resources for elementary school and after-school programs. CCC brought critical attention to the need for salary parity in the early
Early childhood teachers at community-based organizations earn significantly less than their counterparts at DOE schools.

Pre-K teachers at CBOs earn as little as 60% of what Pre-K teachers at DOE schools earn.

- CBO: $44,065
- DOE: $74,207

A majority of New York City’s Pre-K for All sites and seats are at community-based organizations.

CCC continued its leadership role in the Raise the Age NY campaign and helped lay the groundwork for the October 2018 effective date. The state adopted budget included $100 million for Raise the Age implementation outside NYC and the city’s adopted budget added $108 million for Raise the Age implementation costs locally. The state budget reauthorized Close to Home and while state funding for the program was eliminated, we successfully ensured that the city budget could fill the gap with a $31 million investment.

CCC was also instrumental in the formation of the Family Homelessness Coalition which helped make the case for City Council legislation requiring that parents receive information about their child’s rights regarding education when they enter the Department of Homeless Services intake center. The Coalition has also helped shape a legislative proposal to improve school bus transportation for homeless children and successfully advocated to increase the number of Bridge the Gap social workers in public schools. At the state level, we successfully advocated for $15 million to support a pilot rental assistance program to prevent homelessness.

Finally, CCC’s health and mental health work at the state level leveraged our Keeping Track data to draw attention to social determinants of health and successfully advocate for state funding to begin implementation of the first 1,000 days initiative and $15 million to support new services tied to the transition of children’s behavioral health into Medicaid managed care. We also monitored the city’s THRIVE initiative and our advocacy ensured that the city’s adopted budget restored $1 million for zero to five mental health providers.

City fears $200M hit from state due to criminal justice reform

New York City Is Failing Homeless Students, Reports Say

New York

City Disparities in NYC’s Early Childhood Education Workforce
Early childhood teachers at community-based organizations earn significantly less than their counterparts at DOE schools.
Citizens’ Committee for Children of New York, Inc.

At $3,700 a Month, ‘Affordable’ Apartments Go Begging

CCC is a go-to source of information for the media, elected and appointed officials, direct service providers, and New Yorkers at large. Our community engagement efforts also provide thousands of New Yorkers with the tools needed to lend their voices to New York City’s children.

CCC’s powerful voice for New York City’s children and families was amplified through our efforts to engage New Yorkers in the issues facing the city’s most vulnerable children and mobilize them to take action. We used the media, social media, advocacy training, and policy briefings to put data and advocacy messages into the hands of New Yorkers, allowing us to increase awareness and help create public will to address issues affecting children and families in the city.

CCC achieved more than 80 press hits this program year on a wide range of topics including family homelessness, early childhood education, summer programs, child welfare, salary parity in the early childhood education workforce, strengthening supports for homeless students, and Raise the Age.

The media also covered CCC’s data publications, including Keeping Track of Family Homelessness, CCC’s Community Risk Ranking, the 2017 edition of Keeping Track of New York City’s Children, and our northern Manhattan needs assessment. CCC also issued, individually and in partnership with our coalitions, more than 30 press releases to provide context for reporters and call media attention to the most urgent issues facing children and families. Press releases were sent to journalists at dozens of local, state, and national publications, and encouraged coverage at The New York Times, The New York Daily News, Politico, City Limits and more.

CCC continued to build on our strategic use of social media and e-mail messages to advance CCC’s priorities and motivate more people to take an active part in CCC’s online advocacy initiatives—including not only e-action campaigns.
but also calling elected officials when necessary and sharing stories and facts on social media. We engaged the 15,000 members of our E-action network in opportunities to send emails or place phone calls to elected leaders on a dozen issues, including at the federal level around policies that impacted children in New York and across the country, especially immigration. CCC’s social media community grew 30% across all platforms.

Our communications were driven by CCC’s data products and advocacy priorities including regular data-driven social media posts promoting updates to Keeping Track online; blogs profiling benefit honorees and YouthAction Members; stories and profiles of people and programs with whom we work closely; Public Service Announcements to raise awareness around the need for salary parity and the importance of after-school and summer programs; coverage of events and policy briefings we held; data-driven analyses of urgent policy proposals that impact NYC children and families; and in-depth analyses of our Keeping Track data and reports.

Finally, because the most important “C” in CCC stands for citizen, we trained new child advocates through our Community Leadership Course and YouthAction NYC and furthered our reputation as fact-based advocates. We ensured that CCC’s volunteers—CLC and YCLC students, Board and Advocacy Council Members—were briefed on all our data work and advocacy priorities through two policy briefings and nine brown bag lunches and presentations, ensuring that they were fully prepared to represent CCC in meetings with elected and appointed officials.

Please join our more than 11,000 followers: @CCCNewYork
As an independent voice for New York City’s children, all CCC’s work and victories for children are made possible by the generous support of individuals, corporations and foundations.

**CCC’s Celebration Breakfast** brought over 600 supporters together to recognize extraordinary child advocates. The event honored journalist and activist Lauren Duca, writer and social justice advocate Shaun King, and CCC Vice President and former Board Chair Nancy Solomon, with keynote remarks by journalist Joy Reid.

**CCC Celebrates at MoMa** brought together over 700 guests to honor local civic and corporate leaders who are dedicated to improving the lives of New York City’s children. The Honorable Eugene A. Ludwig and Dr. Carol Ludwig were recognized for their deep commitment to children’s health and well-being. Our special honorees, Elaine & Mark Kessel and family, were honored for their commitment to child advocacy and passion for tackling child and family health, mental health, and food insecurity issues, as well as their multi-generational leadership at and support for CCC.

**CCC’s Annual Meeting** marked the end of our 2017-2018 program year with the opportunity to recognize partners in government and activism, including: Assembly member Andrew D. Hevesi, YouthAction Alum Safiya Noel, and YouthAction Co-chair Jean Schrag.
The more we insist on telling our stories and talking about the way our lives are impacted, the stronger our march of progress will be.

Lauren Duca

You can’t talk about poverty without also talking about homelessness, or healthcare. I love that CCC recognizes this and works on issues simultaneously.

Nancy Solomon

Change requires four things: Organized people, energy to fight, a clear plan, and money.

Shaun King

When I hear people talking about the money that won’t go for programs, that won’t go for kids, that won’t go for schools, all I can say is I’m glad CCC is here to help organize the fight.

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Administrative Assistant
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Citizens’ Committee for Children of New York, Inc.

STATEMENT OF ACTIVITIES
YEAR ENDED MARCH 31, 2018

<table>
<thead>
<tr>
<th>PUBLIC SUPPORT AND REVENUE</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<td>Contributions</td>
<td>$ 1,396,594</td>
<td>$ 245,000</td>
<td>$ 1,641,594</td>
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<td>Special event income (net of expenses with a direct benefit to donors)</td>
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<td>1,431,647</td>
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<td>In-kind contributions</td>
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<td>Investment income</td>
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<td>Other income</td>
<td>37,090</td>
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<td>37,090</td>
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<td>Net assets released from restriction</td>
<td>351,665</td>
<td>(351,665)</td>
<td>0</td>
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<tr>
<td>TOTAL PUBLIC SUPPORT AND REVENUE</td>
<td>$ 3,496,808</td>
<td>$ (106,665)</td>
<td>$ 3,390,143</td>
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</table>

EXPENSES

Program services:
- Policy and advocacy | $ 1,117,295 | $ – | $ 1,117,295 |
- Information and education | 1,655,107 | – | 1,655,107 |
Total program services | 2,772,402 | 0 | 2,772,402 |

Supporting services:
- Management and general | 308,048 | – | 308,048 |
- Fundraising             | 361,271 | – | 361,271 |
Total supporting services | $ 669,319 | $ 0 | $ 669,319 |
TOTAL EXPENSES | $ 3,441,721 | $ 0 | $ 3,441,721 |

CHANGE IN NET ASSETS | $ 55,087 | $ (106,665) | $ (51,578) |
NET ASSETS—BEGINNING OF YEAR | $ 2,954,217 | $ 128,630 | $ 3,082,847 |
NET ASSETS—END OF YEAR | $ 3,009,304 | $ 21,965 | $ 3,031,269 |
CCC gratefully acknowledges the many individuals, foundations, corporations, and organizations that support our work. Listed below are combined donations to CCC’s 2017 Fall Breakfast, CCC Celebrates at the Museum of Modern Art 2018, and all foundation grants and gifts from individuals for our 2017–2018 Fiscal Year (4/1/2017–3/31/2018).

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.

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<th>$100,000+</th>
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<td>Diana &amp; Frederick Elghanayan</td>
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<td>Gail A. Gilbert</td>
<td>Lily Auchincloss Foundation</td>
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<td>Jody &amp; Brian Berger</td>
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<td>New York-Presbyterian Hospital</td>
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<td>The Staten Island Foundation</td>
<td>Ira W. DeCamp Foundation</td>
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| $50,000–$99,999   | Shearman & Sterling, LLP |
|                   | Elizabeth & Robert C. Sheehan |

| $10,000–$24,999   | Alliant Insurance Services |
|                   | Anonymous (2) |
|                   | The Steven Aresty Foundation |
|                   | J.E. & Z.B. Butler Foundation |
|                   | The Children’s Aid Society |
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Roberts & Holland LLP
Travis Rothlein

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Marble Collegiate Church
Estate of James Marshall
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Arlene Schwartz
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