

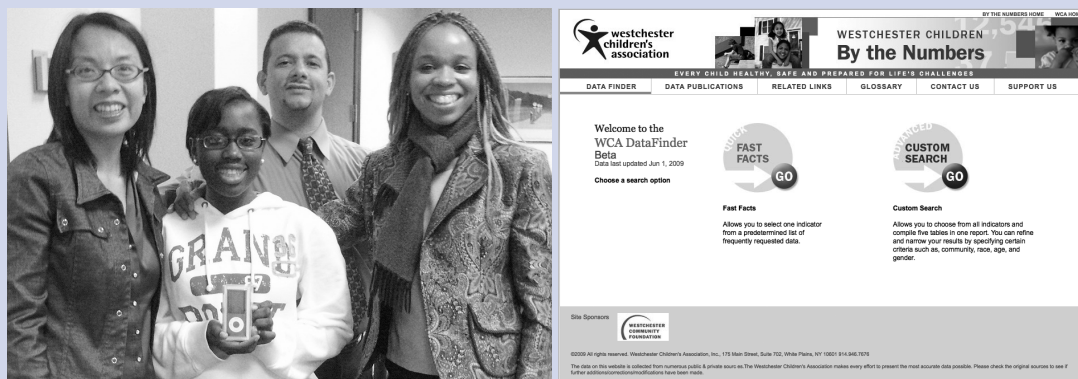
Since 1914, the Westchester Children's Association has been the County's leading voice for children, speaking out for their needs and improving public policies and programs aimed at meeting those needs.

Throughout our history, WCA has remained steadfast in our mission of improving public programs and policies to ensure that every child is healthy, safe, and prepared for life's challenges. Here are some highlights from our work in 2009.

Keeping track of children's well-being

WCA's keystone data resource, *Children By the Numbers*, went digital this year with the launch of our online, searchable database about Westchester's children. The website is continuously updated with the most currently available information, and puts thousands of bits of data at the fingertips of public officials, service providers, parents, youth and advocates. Such information is essential to understanding the needs of children, designing interventions to meet those needs, and assessing the ultimate effectiveness of programs and policies.

WCA makes frequent presentations to community and professional groups about the meaning and import of the data we have collected. In 2009, WCA presented local data to community meetings in Mt. Vernon, White Plains and Yonkers. In each instance, the data brought new perspective to residents and service providers concerned about young people in their community. Visit our online database at <http://data.wca4kids.org/datafinder>.



Westchester Youth Council reviewed the pre-release version of the data site. Pictured left to right are: Limarie Cabrera, WCA Director of Data Analysis, Youth Council member Semarley Jarrett and Youth Council staff Frank Marte and Laura Achkar. The screen shot on the right shows WCA's web-based Datafinder that makes it easy to find important information about Westchester's children.

Educating the public and policy makers

WCA seized opportunities to educate the public and policy makers about children's wellbeing and their most pressing needs.

- On the morning of the year's worst snow and ice storm, about 30 hardy souls gathered at our Advisory Council Breakfast to hear Elizabeth Burke Bryant, Executive Director of **Rhode Island Kids Count**, describe a unique municipal effort to reduce poverty in Providence. WCA presented a portrait of child poverty in Westchester and sparked a discussion among attendees of what local government can do to address this entrenched and growing problem.

Continued, page 3

HIGHLIGHTS FROM THE YEAR
JANUARY 2009 - DECEMBER 2009

Annual Report

Westchester Children's Association
470 Mamaroneck Avenue, Suite 304
White Plains, NY 10605
914.946.7676 | www.wca4kids.org

A Message from the President of Westchester Children's Association



Maris H. Krasnow Ed.D., WCA President

Dear Friends of Westchester Children's Association,

For almost four years, I have had the honor of serving as President of the Westchester Children's Association. It has been gratifying to tackle the many critical issues facing young children, youths, and their families and to work with others in Westchester equally concerned for the children of our community.

As the leading voice for the children of Westchester, WCA continues to ensure that children's needs are kept in the forefront of the public agenda. As always we remain committed to our mission – ensuring that every child is healthy, safe and prepared for life's challenges. Your generous support enables us to be children's champions.

WCA's accomplishments this past year remind us once again of what a unique and truly remarkable organization this is. Our successes reflect the diligent work of our talented staff, courageous Board members, dedicated Advisory Council members, caring communities, and the large group of supportive, generous donors who believe in the work we do. This is a powerful combination and a guarantee of effective advocacy. It is our special strength that, unlike single issue groups, we advocate for children on a broad range of issues, and that we continue to maintain our independence and ability to speak out without fear or favor.

Because we presently live in such challenging times, we are even more grateful for your support and are emboldened by your partnership in this vital and important work. Together we will continue to take the steps we need to keep children's lives moving forward.

Maris H. Krasnow Ed.D., WCA President

Financial Profile for 2009

REVENUE

Trust Income	\$ 45,864
Individual Contributions	\$ 94,631
Fundraising events/products	\$ 43,320
Total Amount from Individuals	\$ 183,815
Grants	\$ 204,841
Interest/Dividends	\$ 41,032
Other	\$ 2,221
Total Revenue	\$ 431,909

EXPENSES

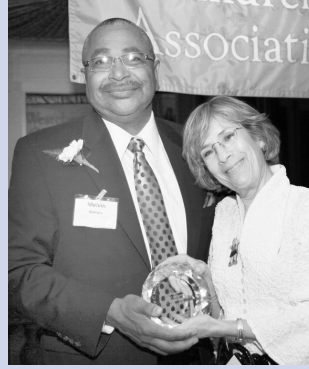
Program Activities	\$ 275,990
Administration and Fundraising	\$ 174,173
Total Expenses:	\$ 450,163

Notes:

- 2009 operating deficit funded by transfers from the Endowment.
- A copy of the complete audited financial statement is available from WCA on request, or from the New York State Attorney General, Office of Charities Registration, 120 Broadway, New York, NY 10271.



Guests: (standing l to r) Edwin Beltran, Richard Kind, Michael Boatman, Jesse Krasnow, Melvin Burruss; (seated) WCA Development Director Betsy Steward, Executive Director Cora Greenberg, Board member Myrna Forney, President Maris Krasnow.



Melvin Burruss, President of African American Men of Westchester, with Maris Krasnow



Cora Greenberg



WCA Vice President Ann Umemoto

2009 ADVOCACY D

Continued from page 1

- Our Advocacy Breakfast focused on our ongoing commitment to improve the lives of our youngest children and featured a presentation about **Nurse Family Partnership**, an outstanding program that provides regular home visits to first time mothers before and after the birth of their child. Inspired by the effectiveness of NFP, WCA launched an effort to expand and increase early childhood home visiting programs in Westchester (see below).
- WCA partnered with the **African American Men of Westchester (AAMW)** to co-sponsor their 5th Annual Education Forum. WCA's role was to set the stage with a presentation of data about the impact of poverty and race on educational outcomes in our County. After the forum, WCA and AAMW continued the conversation at the community level with local forums in White Plains, Yonkers and Mt. Vernon.

Improving policies and programs for children

In 2009, WCA continued our recent focus on promoting healthy social and emotional development for young children.

- We completed and released our study, *The Toughest Job: Improving Parenting Programs for Westchester Families in Need*. This report examined parenting education programs aimed at families of young children involved in the child welfare system. It made specific recommendations for improvement, including

increasing the use of “evidence-based” programs that have been proven effective. A number of our recommendations have subsequently been adopted by the County.

- In researching our report on parenting programs, WCA learned about early childhood home visiting programs, which have demonstrated positive effects on a wide range of children’s well-being. To increase and improve access to effective home visiting programs in Westchester, WCA convened the **Westchester Home Visiting Workgroup**, a public-private coalition of about 18 organizations who have committed to realizing this shared vision and goal. The Workgroup is developing mechanisms for greater coordination among home visiting programs and other services for young children, as well as identifying new sources of funding for these vital programs.

At the other end of the age spectrum, WCA leads efforts to address the needs of older youth.

- To help teens in foster care prepare for independent adult lives, WCA chairs the **Pathways to Adulthood (PAD)** coalition, comprising representatives of public and non-profit organizations. PAD promotes sharing information to identify ways to improve the life chances of young people whose parents have been unable to adequately care for them. This year, PAD assured that these youngsters received vital supports, such as financial help, and even original birth certificates,



Andrew Harrison and WCA First Vice-President Adrienne Weiss-Harrison.



Board member Julie Anello



Guest Cheryl Hunter-Grant, WCA Deputy Director Allison Lake



WCA Board members Katie Lobach, Jay Lerner, Joanne Amorosi, Jody Greenbaum

DINNER

WCA presents the Edith C. Macy Award for Distinguished Service to the African American Men of Westchester

which are essential for a successful transition to independence. In addition, we supported development of a leadership group through which foster teens could express their views to policy makers, thus sharing their unique viewpoint with those who shape the programs that shape their lives.

- This year, WCA convened a discussion about the needs of young people who are “disconnected” from family, school or employment in their late teens and early twenties, a time during which such connections are key to their advancement. The initial ideas generated by this group of service providers, policy makers and advocates will form the basis for WCA’s future work to help improve the life outcomes of these young people.

In addition to tracking local and state policies affecting children, WCA actively followed developing Federal children’s policies during this tumultuous year, particularly in the areas of health and child welfare. Through our new weekly electronic advocacy updates, postings on our Facebook page, and Twitter alerts, we educated our constituents about emerging policy issues and mobilized them to take action on behalf of kids. We intend to continue and expand these efforts in the coming months.

Securing adequate public investments for children and youth

In the NY State budget, WCA successfully led the local fight to preserve funding for services that prevent the

need for children to have out-of-home placements, such as foster care or psychiatric hospitalizations.

With the **African American Men of Westchester**, we co-sponsored a legislative breakfast for our state representatives at Restaurant 42, atop the Ritz tower in White Plains. The breakfast brought our legislators face to face with leaders in the human services to discuss current challenges in funding critical services, and was well-received by all.

To focus our advocacy on the 2010 County Budget, WCA conducted an on-line survey of our constituents and partners about their priorities for children and youth services. Based on the survey results, WCA and the Campaign for Kids focused our energy on preserving three key services:

- The **Invest-in-Kids** youth development fund which supports dozens of community based youth services;
- **Early Step Forward**, which brings mental health specialists to work directly with children, parents and staff in selected early childhood centers; and
- The **Independent Living Fund**, which provides cash assistance to young people who leave foster care to begin independent adult lives.

As a result of WCA-coordinated advocacy, all three items were maintained or increased in Westchester County’s 2010 budget.

The Westchester Children's Association gratefully acknowledges all our supporters.

Gold Medal Advocates (\$ 10,000+)

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The Herman Goldman Foundation
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 470 Mamaroneck Avenue
 Suite 304
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 914.946.7676
www.wca4kids.org

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