

# Annual Report

HIGHLIGHTS FROM THE YEAR

JANUARY - DECEMBER 2010

Westchester Children's Association  
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**In our 97th year, Westchester Children's Association continued our mission of ensuring that all children are healthy, safe and prepared for life's challenges.**

With an approach that combines the expertise of staff, the enthusiasm of our volunteer leaders, and the energy of our coalition partners we find out what children need, make those needs known and see that they are met.



Parents and advocates testify at the Board of Legislators (top), and rally in support of public funding for children and youth services.

**We mobilize citizens to speak up for children and youth**

In 2010, WCA-led advocacy preserved more than \$7 million in County services to children, youth and families:

- WCA organized Action4Kids rally of 200+ in support of child care subsidies and other services.
- We mobilized hundreds of partners to email elected officials and attend public hearings on the County budget.
- We convened 30+ non-profit service providers and developed a joint *Statement of Principles* on budget priorities.

In 2010, we added electronic advocacy to our arsenal of tools. *Advocacy Alerts* inform the public about local, state and federal issues affecting children and enable them to quickly communicate with policy-makers. Our alerts generated hundreds of emails to elected officials at all levels of government.

To engage and mobilize Board members of child-serving organizations, WCA sponsored two special meetings: on July 27th and again on November 10th, a total of nearly 50 Board members gathered to learn about County programs serving children and youth, and about how to influence elected officials to preserve these important public investments.

**We educate the public and policy makers about what works**

Through public events, educational presentations, media coverage and WCA publications, we educate the public about what children and youth need to have better lives and better life chances. Here are some examples:

- In 2010, Dr. Anne Beal, an expert on health policy, spoke at our Advocacy Breakfast about racial disparities in health and health care.

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# A Message

## from the President of Westchester Children’s Association

Dear Friends of Westchester Children’s Association,

These are challenging times for the economy of our country, and of course there has been a profound effect on non-profit organizations, including WCA. We all know that old saying “when the going gets tough, the tough get going.” This was never more true than this past fall, when in the face of massive budget cuts, WCA mounted a tireless campaign, attending budget hearings, rallying supporters, and urging our members to contact their elected officials to assure

that children’s needs were not forgotten. As a result of these efforts, we succeeded in restoring most of those cuts that would have had a negative impact on Westchester’s children and families. The times called for “tough” advocacy and WCA, along with many partners, was proud to get the job done.

As we approach our 100th anniversary our mission continues to be identifying the needs of children, making those needs known, and shaping policies and programs that will meet those needs. None of this can happen without the efforts of our energetic and committed staff and board, our Advisory Council and our many generous donors. We thank you for your support and for helping Westchester Children’s Association to remain effective as the voice of Westchester’s children.

Janet Gutterman, WCA President

## Financial Profile for 2010

### REVENUE

Trust Income	\$ 44,696
Individual Contributions	\$ 93,031
Fundraising events/products	\$ 48,187
<b>Total Amount from Individuals</b>	<b>\$ 185,914</b>
Grants	\$ 148,500
Interest/Dividends	\$ 115,633
<b>Total Revenue</b>	<b>\$ 450,047</b>

### EXPENSES

Program Activities	\$ 305,572
Administration and Fundraising	\$ 152,528
<b>Total Expenses:</b>	<b>\$ 458,100</b>

Note: 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.



# 2010 HIGHLIGHTS



## Educating and Mobilizing the Public

*WCA and hundreds of allies speak out at public hearings on the County budget (top row).*

*WCA's Director of Data Analysis Limarie Cabrera teaches non-profits how to find and use community statistics at the Non-Profit Summit in May; Child care advocates attend the May 7th Action4Kids Rally in White Plains (this row).*

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- In January, we invited policy experts to brief members of our Advisory Council and our advocacy coalitions on emerging State and Federal child policy issues.
- In June, we sponsored a presentation by experts from the Nathan Kline Institute for those providing direct services to children and families on how to infuse culturally competent practice into evidence-based program models.
- In 2010, WCA was featured in 10 news or opinion pieces in local media, including *The Journal News*, *New York Nonprofit Press*, and *The Examiner*.
- We publicized current issues through our newsletter, electronic advocacy alerts, and website. A growing number of individuals follow us on Facebook and on Twitter, where we currently have over 600 followers.
- We are regularly invited to make presentations to government and civic groups ( e.g., Board of Legislators, Junior Leagues, PTAs, etc.) about children and youth concerns.

## We identify children's needs

- Through *Westchester Children By the Numbers*, WCA continuously collects, disseminates and analyzes data about children and youth in the County. More than 700 unique users log on to our web site each month.
- We provide information and analysis to service providers, school administrators, and local planning coalitions, and use the data to identify current and emerging needs. WCA presented workshops on how to use data from *Westchester Children By the Numbers* to about 100 individuals in 2010.
- We produce fact sheets or data reports on children that set the stage for action. These focus on particular communities (e.g. for Mt. Vernon Communities That Care Coalition or White Plains School District) or particular groups of children (e.g. from ages 0 to 6 years old or “disconnected” youth).



- WCA leads coalitions of service providers (e.g., Campaign for Kids, Child Health Action Network), and works closely with local and county-wide public/private planning groups, ensuring that we stay up-to-date on issues affecting children, youth and families.

integrate data collection, and cooperate in securing additional resources for expansion of this vital service. By the end of 2010, Westchester was named as one of 14 New York counties potentially eligible to receive promised federal home visiting funds.

## We promote policies and programs that improve children’s lives

- In 2010, WCA’s primary policy focus was on early childhood home visiting programs. WCA leads the Westchester Home Visiting Workgroup, composed of public and private agencies working to improve and expand this successful and effective approach to improving outcomes for vulnerable babies and young children. Fourteen organizations have signed a memorandum of understanding, making a commitment to collaborate and coordinate referral and outreach,

## We honor leaders and celebrate advocacy

- Dr. Eileen Santiago, visionary Principal of the Thomas Edison Community School in Port Chester, was the 2010 recipient of the Edith C. Macy Award for Distinguished Service. She received the award at WCA’s Advocacy Dinner on May 12th at Tappan Hill.
- Nearly 100 foster and low-income youth attended our 5th annual *Take the Kids to a Show* event at Purchase Performing Arts Center. Youngsters enjoyed a live performance and WCA benefitted from the generosity of caring donors.



### 2010 Advocacy Dinner

Guest Emcee actor Michael Boatman (left) opened the festive program.

Celebrating at the event were (at right, clockwise from top left) honoree Eileen Santiago, WCA President Janet Gutterman, Honorary Dinner Chair and former WCA President Dr. Kathryn W. Davis, and WCA Board Chair Maris Krasnow.



### WCA’s Volunteer Leaders Speak Up for Children

Barbara Holland and Rachel Grob attend annual Advisory Council Breakfast (left). Advisory Council member Karen Blumenthal attends the Advocacy Reception for Board Leaders (center). WCA Treasurer Tom Kyle converses with Child Care Council President Jeff Samuelson at the WCA Board Leaders’ Advocacy Reception in July (right).

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

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