

Working to ensure that all children are healthy, safe and prepared for life's challenges.



At left, Mary Ann Luna of the United Way talks with GPS4Kids youth member, Michelle Rodriguez. In the center, WCA's Executive Director, Cora Greenberg, welcomes a Youth Council member. At right, GPS4Kids stakeholder signs up for one of three working groups.



Westchester Children and Youth Will Thrive Regardless of Race and Zip Code

This is the goal that WCA's collective impact initiative, GPS4Kids, announced publicly at their celebration on August 4th, 2016, which was graciously hosted by the Women's Club of White Plains.

In addition to the overarching goal, GPS4Kids organized the top outcome categories from conversations had by stakeholders over the last 18 months. The following benchmarks under each outcome category were identified:

- Keeping Children in School
- Increasing Race Equity
- Improving Youth-Adult Relationships

At the celebratory event, stakeholders were asked to self-select membership in one of three working groups: Data & Measurement, Communications & Community Outreach, or Strategic Action Planning.

So, What's Next?

The working groups have all met and will continue to meet and prepare a report for the larger group.

- The Data & Measurement Group will report out on indicators GPS4Kids will use moving forward, as well as the progress of the original data index to measure the success in moving towards the goal.
- The Communications & Community Outreach Group will outline a strategy to communicate GPS4Kids to the greater community, including whom to engage further.
- The Strategic Action Planning Group will continue to vet actions and outcomes, while identifying benchmarks. Additionally, GPS4Kids plans to introduce the outcome categories to the greater community.

For more information, please contact project manager Erica Ayala at 914.946.7676 ext. 310 or eayala@wca4kids.org

ACCOMPLISHED April-August 2016

- Hosted three strategic planning sessions to specify **RESOURCES, ACTIONS & COLLECTIVE GOAL**
- Announced Collective Goal and Outcome Categories
- Stakeholders organized into self-selected working groups

PLANNED September 2016 - June 2017

- December 2016 - Present Draft of the Data Index
- January 2017 - Stakeholders Meeting to Approve Timelines
- June 2017 - Stakeholders Progress Meeting



Tuesday, November 8th is election day!

**REMEMBER -
Kids can't vote, but you can!**

While the presidential race has been dominating the news, we at Westchester Children's Association have been focused on the elections at all levels of government and in particular, those for the New York State Senate and Assembly.

Being an informed voter, especially about where candidates stand on a range of issues that impact children and youth in Westchester, is an essential part of being an engaged advocate. Our annual Vote for Kids candidate survey asked candidates for the New York State Senate and Assembly to share their stance on raising the age of criminal responsibility and their top budget or policy priority for children and youth. Additionally, the survey asked candidates to indicate their level of support for shifting financial resources to policies that provide support for children and families.

This year, Westchester Children's Association partnered with Nonprofit Westchester for their #914NonProfitsVote campaign. Over the summer, along with Community Votes and Community Voices Heard, WCA's Program & Policy Associate, Sarah Yergeau, trained 15 Westchester



This year WCA registered voters on National Voter Registration Day!

nonprofit staff on conducting non-partisan electoral engagement and registering voters. On September 27th, WCA joined thousands of organizations across the country in National Voter Registration Day. Voter registration forms were available in our office and we encouraged everyone to check their registration status through e-mail reminders and our social media feeds.

Children, youth and families are impacted by decisions made by elected officials at all levels of government. On November 8th make sure to Vote for Kids by voting for candidates who will prioritize children and youth.

Of those who responded: "Very important, there should be an increase in state funding..."	89% Definitely support	89% Definitely support	74% Definitely support	89% Definitely support
	Continuum of early child home visiting services	Fully implementing new federal child care health & safety regulations and maintaining current child care subsidies	Foster Youth College Success Initiative	Summer youth employment programs
Before heading to the polls, on November 8th, find out how candidates in your districts responded: http://bit.ly/2016vfksurvey				



12th Annual "Let's Take the Kids to a Show!" Will Put Smiles on Young Faces

Give ONE kid a fun and memorable experience, while helping us make sure that ALL kids have what they need to thrive at the same time! Every year, we ask our donors to support an appeal we call "Let's Take the Kids to a Show!" For every \$100 that we receive, we send one foster or low-income child to an event. While a percentage of the donation pays for the child's experience, the remainder of the funds are used to support

WCA's programs and advocacy work.

This year, we will be taking the kids to a basketball game. On February 11th, 2017 – a night now officially dubbed "WCA Night at the Westchester Knicks" by our new partner – will be dedicated to ensuring the kids have a wonderful time with WCA's staff, board members and donors. In addition to the game ticket, the kids will receive vouchers for food and soft drinks. Would you like to join us? Buy tickets through WCA to sit in our block of seats.

For more information, call or email Betsy Steward, WCA's Director of Development, at 914.946.7676 x 303; bsteward@wca4kids.org; or visit www.bit.ly/com/westco4kids.

Bringing "Raise The Age"

On September 20th, WCA had the opportunity to partner with My Brother's Keeper New Rochelle and others to present Raise the Age (RTA) to the New Rochelle Bar Association. Deputy Director Allison Lake provided the audience of 35+ attorneys acquiring CLE credits and community members with an overview of RTA. She was joined on a panel presentation with Judge Helen Blackwood, Westchester County Court, Christian Philemon, Executive Director of Youth Shelter Program of Westchester and Sheralyn Pulver, Attorney, Legal Aid Society of Westchester County.

The questions from the audience suggest there is still work to do with informing the general public about New York's antiquated

WCA Engages Westchester's Business Community



Westchester Companies for Kids has launched with the primary goal of engaging the business sector with WCA's mission of improving the lives of Westchester's young people. Westchester Companies

for Kids (WC4K) is co-chaired by John Tolomer, President and CEO of The Westchester Bank, and Kevin Bovet, VP of Sales and Business Operations for the Westchester Knicks. Membership has been growing rapidly, and now includes 22 companies. Their logos – linked to their own websites – can be found on the WC4K page at www.wca4kids.org/support-us/westchester-companies-kids.

WC4K held its first networking event on September 21st in White Plains at Anthony's Coal Fired Pizza, a member company. Guests got a glimpse of the new WC4K webpage and heard a short, welcoming presentation from WCA Board President, Doug Gould. Members snagged a chance to meet NBA All-Star and General Manager of the Westchester Knicks, Allan Houston, who dropped by to show his continued support.

Does your business want to join WC4K? Not only will your business help our community, you'll learn about your customers and improve your branding by being perceived as a business that cares about kids. Members stay informed about trends affecting our children and youth and enjoy networking opportunities with WCA's many government, non-profit, education and community partners, as well as with fellow WC4K members.

For more information, call or email Betsy Steward, WCA's Director of Development, at 914.946.7676 x 303; bsteward@wca4kids.org; or visit www.wca4kids.org/support-us/westchester-companies-kids

to New Audiences

legislation that keeps 16 and 17 year olds in the adult criminal justice system, as well as in advocacy efforts for juvenile justice reforms. As a result of the event, the Westchester County Magistrates Association and the New Rochelle PTA became two potentially new audiences.



In the 2017 legislative session, WCA will continue to partner with the statewide #RaiseTheAgeNY campaign on lobby days, advocacy campaigns and direct efforts with policy-makers. In Westchester, starting with our youth, law enforcement, and faith leaders, we will continue to educate and increase public awareness to build a larger and more diverse constituency in order to mobilize and influence the state legislators. Stay tuned for more on WCA's Teen Advocacy Leadership project, funded in part by the Westchester Community Foundation, to engage young people in advocating for policy changes around juvenile/criminal justice reform.

new faces @ WCA

BOARD MEMBERS



Tenley-Ann Hawkins is a veteran public relations professional widely respected for creating and coordinating successful programs targeting ethnic communities, youth, families, women, and small businesses. Tenley is also a former Newsweek reporter. She and her husband live in White Plains and have two adult daughters.



Romina Levy is an active volunteer in her community of Pelham, where she lives with her husband and children. She currently works in various volunteer leadership roles in local non-profit organizations. She is a CASA volunteer, and she is the mother of three boys and one girl, who are all currently adolescents.



Tracey Zimmerman is Vice President, Chief Compliance Officer at The Westchester Bank. She is a resident of Westchester with more than 20 years in the community banking industry. Tracey lives in White Plains with her husband and her two children, who both attend Mamaroneck Avenue School in White Plains.

INTERNS



Linnea Leger is currently a senior at Mercy College where she studies social work. Linnea plans on pursuing graduate degrees in both social work and public policy, and hopes to continue working as an advocate for social change.



Sarah Aparicio completed her Bachelor's Degree at Queen's College, majoring in sociology and minoring in political science. Sarah is currently finishing up her graduate degree in applied social research at Hunter College.



Sarah Halperin was our 2016 Blumenthal Intern from Cornell University, Sarah worked with us over the summer. Please read her blog post: <http://bit.ly/SHBlogPost>

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Women's Club of White Plains Honors WCA

As part of the Woman's Club of White Plains' 100th Anniversary, six donations were made to organizations – including Westchester Children's Association – that were supported by the Club during their early years. For over a century, membership between WCA and the Women's Club has had a lot of overlap, and WCA is grateful to have received their \$2,000 donation, presented at a community reception hosted by the Women's Club on Sunday, September 11, 2016.

Stay up to date on critical issues affecting Westchester's children and youth!

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WCA Staff Contact List

Cora Greenberg Executive Director	cgreenberg@wca4kids.org	914.946.7676 ext. 301
Allison Lake Deputy Director	alake@wca4kids.org	ext. 304
Elisabeth (Betsy) V. Steward Director, Development	bsteward@wca4kids.org	ext. 303
Limarie V. Cabrera Director, Data Analysis	lcabrera@wca4kids.org	ext. 302
Sarah E. Yergeau Program and Policy Associate	syergeau@wca4kids.org	ext. 308
Denise Killeen Communications and Data Associate	dkilleen@wca4kids.org	ext. 307
Erica Ayala Project Manager	eayala@wca4kids.org	ext. 310
Maureen Natkin Development and Administrative Assistant	mnatkin@wca4kids.org	ext. 300

www.wca4kids.org