



THE FAMILY CENTER



2010-2011 • ANNUAL REPORT





On behalf of my deceased sister, her family and myself, we would like to thank The Family Center for all the support they gave us during her illness. Your legal, financial and overall concern for my sister and her son was exceptional!!! ... You were truly a blessing to our family.

-Thank you note from a new 31 year-old caregiver of her 8 year-old nephew, who recently lost his mother

At The Family Center, we are blessed to receive kind notes like this from parents and caregivers all the time. While they may be grateful for our compassionate delivery of quality services, The Family Center is thankful for them. Our families welcome

us into their lives during difficult and turbulent times. They trust The Family Center – and we are careful to honor this trust by providing the highest quality services possible to New York City’s children and families.

More people are learning about The Family Center’s reputation for quality, and we are growing as a result. Last year, the federal Office of Minority Health asked us to build on our health support services for those living with HIV/AIDS and use similar interventions to help people struggling with diabetes in Central Brooklyn. As we expand programming in the outer boroughs, we are re-evaluating our space needs in Brooklyn and plan to launch a capital campaign in the next 12 months. Stay tuned for more details on how you can get involved and help support this important move.

On our new website, www.thefamilycenter.org, you can find even more evidence that word about The Family Center is getting around –we are no longer New York’s best kept secret. There, you will find a link to NY1’s feature on Ivy, who was “New Yorker of the Week” for Thanksgiving 2010. Also at the close of last year, the online journal Bisnow.com featured stories about two of our events.

With all the buzz, we haven’t forgotten where the real thanks are due: you – our supporters, donors and volunteers. We share our families’ gratitude for your generosity of time, energy and resources. Your contributions allow The Family Center to develop and maintain quality services for vulnerable children and families. Thank you for your support!

Sincerely,

Amy Yates Capone
Board Chair

Ivy Gamble Cobb
Executive Director

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MISSION, PROGRAMS & SERVICES



The Family Center **strengthens families** affected by illness, crisis or loss to create a more **secure present and future** for their children. We believe that every child deserves an answer to the question:

WHO WILL TAKE CARE OF ME?

To answer this question for vulnerable New York City children and their families, The Family Center offers the following programs and services:

LEGAL SERVICES & REPRESENTATION

- **Lifetime planning**
 - Standby guardianships, wills and powers of attorney.
- **Family law**
 - Child support, custody and visitation, as well as adoption.
- **Income maintenance**
 - Food stamps, Medicare and Medicaid, and social security.
- **Housing**
 - Rent arrears and NYCHA Administrative Hearings.
- **Clinics and workshops**
 - On a wide range of topics from housing rights for people living with HIV to navigating public benefits.

SOCIAL SERVICES

- **Family Support Services**
 - Ensure stability for children
 - Individual, family and group therapy
 - Parenting support
 - Benefits assistance
 - Cross-referrals to other agencies

Health Support Services

- Medical case management
- Treatment adherence support
- Diabetes treatment and prevention

Early Childhood Intervention

- Child development
- Educational advocacy
- Play therapy

Mentoring

- Pairing children facing parental loss with an adult mentor

CHILD WELFARE SERVICES

- Ongoing supportive services for at-risk adolescents and their families
- Individual, family and group interventions

Throughout all five boroughs of New York City, The Family Center offers these confidential, home-based services for free and in a variety of languages, including English and Spanish.

OUR UNPARALLELED PEERS



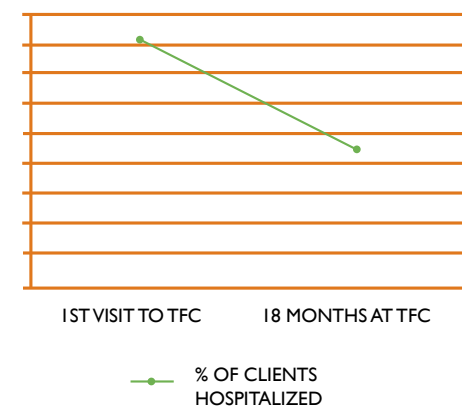
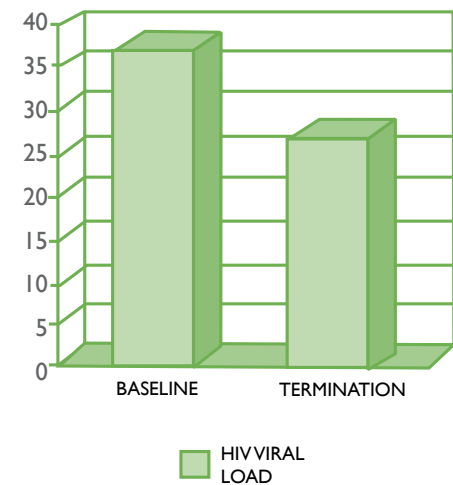
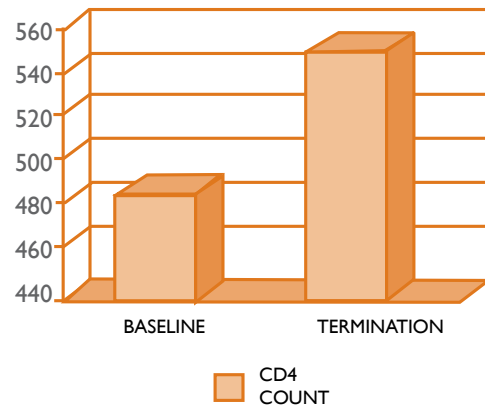
With all that goes on at The Family Center, we need help spreading the word about our programs and services to families who might benefit from our help. Who better to represent us, speak about our work and accomplishments on behalf of families, than those clients who have benefited directly from our services?

These clients are our Peer Outreach Educators, and they represent us at health fairs, speak on our behalf at community events and work across the city to connect us with families who need our support. In 2010, Family Center Outreach Coordinator José Colón-Berdecía trained eight new consumers to serve as Peer Outreach Educators, doubling the number of this select group to 16. The men and women who become Peers serve as The Family Center's eyes and ears in the communities we serve. They speak from the heart, courageously sharing their families' very personal stories of finding support at The Family Center.

Our Peer Outreach Educators reflect The Family Center's success at leveraging human resources and provide a very human testament for how our programs attain positive outcomes for children and families. Most important, our Peers speak with the voice of true experience about our work. We are honored by their commitment and the many ways they give back to us.



RESEARCH ACHIEVES RESULTS FOR FAMILIES



The Family Center was honored to be one of four agencies nationwide chosen by the Pfizer Foundation for a research study to assess our HIV treatment and medication adherence program. Adherence literally saves lives, because taking HIV medication exactly as prescribed is crucial not just to an individual’s long-term health, but also affects their ability to care for their children. Our program, funded by Pfizer’s ConnectHIV Initiative, used a variety of techniques to improve clients’ adherence to prescribed regimens, including individual and group counseling, innovative electronic pill bottles and text messages, and a peer ‘buddy system’ which linked adherent clients with those needing support.

This study concluded several months ago with findings showing impressive success. Data collected at baseline and after six months showed clients raising their immune functioning with higher CD4 counts, lower viral loads, better HIV knowledge and higher quality of health. We also discovered that after 18 months of receiving our care, fewer clients are hospitalized. These data show that The Family Center’s adherence initiative saves lives and keeps parents in good health to care for their children, so fewer children will ever need to ask, “Who will take care of me?”

LIFE’S SWEETEST MOMENTS DON’T CONTAIN SUGAR.

In Bedford Stuyvesant, where our Brooklyn office is located, diabetes rates are one third higher than the city’s average. In response to this startling statistic, The Family Center launched B-SWEL, (“Brooklyn –Stay Well, Enjoy Life”) as a new initiative to expand our highly effective health support services for people who are diabetic, pre-diabetic or at-risk for diabetes. Diabetes is among the nation’s fastest-growing public health threats, and falls disproportionately on minorities and low-income families. B-SWEL, funded by the Office of Minority Health, provides a six-month wellness and lifestyle intervention focused on diet, exercise, and social support, to help pre-diabetics avoid disease progression and diabetics control their illness.

To meet this ambitious goal, The Family Center created a partnership with Community Healthcare Network and the Bedford Stuyvesant YMCA. In the next three years we will screen 1,200 people, and provide in-depth exercise and lifestyle education to help the 300 people at highest risk lower their weight and blood sugar, increase their physical activity, develop healthier eating habits and improve their access to healthy food.

The Family Center knows that the best parts of life have everything to do with family, friends and supportive, loving relationships. B-SWEL’s focus on families, food and fitness provides support for our clients to eat well, move more, and live healthier lives – our way of ensuring that families enjoy life’s sweetness together.



LEADERSHIP COUNCIL UPDATE

The Leadership Council, formerly our Junior Board, celebrates the idea of family with a passionate commitment to serve vulnerable New York City families. Members dedicate their energy, resources and advocacy to the children and families receiving services at The Family Center. This amazing group of professionals changed its name in 2010 to better reflect their evolving role at The Family Center, which includes working more closely with our Board of Directors and continuing to raise money for families in need through two major events: BLOOM and Bids for Kids.

The first of these events, our 7th annual BLOOM, was a dinner and luxury silent auction in May. Leadership Council members worked tirelessly to organize BLOOM, securing fantastic auction items and ensuring the evening's success. Their efforts paid off, as they raised over \$75,000 to benefit The Family Center's Just Buddies program, which matches adult mentors with children and youth.

Fresh from BLOOM's blossoming success, the Leadership Council began planning its 2nd annual Bids for Kids in November. Attendees enjoyed hors d'oeuvres and sipped cocktails while having a high-spirited time participating in a live date auction. The event raised over \$20,000.

The Leadership Council not only continues to put the "fun" in Family Center fundraising events, but also members devote themselves to working on behalf of our families in different ways. In October 2010, the group hosted an afternoon bowling party for our mentoring pairs. Leadership Council members also serve as pro-bono public relations consultants, liaisons to Family Center corporate partners, and of course, mentors to children and youth in our programs.

While Leadership Council members celebrate NYC families by supporting The Family Center, we applaud them for their amazing selflessness and skilled volunteerism. To join this dynamic group of professionals building The Family Center community, visit www.thefamilycenter.org. Because shouldn't we all be celebrating NYC families?

GOOD NEIGHBORS IN THE GARMENT DISTRICT

In 2007, The Family Center moved our Manhattan office to West 36th Street in the Garment District. We chose this location for a variety of reasons, including easy access to public transportation for our consumers in the outer boroughs. But little did we know how welcoming and generous our new neighbors would be!

In 2010, Lord & Taylor and Macy's, both with flagship stores near our office, generously supported The Family Center's services for vulnerable children and families. The retailers provided volunteers, corporate contributions and even donated products for client families.

In September, Lord & Taylor held a Signature Denim Sale, with revenues to benefit The Family Center. They presented the donation from the sale at The Family Center's Annual Holiday Party in December. Lord & Taylor also invited our staff and supporters to its 'Ultimate Facelift' party, when they opened their newly-renovated Fifth Avenue store to shoppers.

Another good neighbor, Macy's, recently awarded The Family Center a grant to support our early intervention services for HIV-exposed infants and toddlers. Over the holiday season, more than 40 Macy's Partners in Time employees volunteered at our Annual Holiday Party, helping with check-in, staffing recreational games and crafts tables, all to ensure that the children and families in our care had a great time. Macy's also donated boxes of holiday gifts to our Toy Drive.

The Family Center is deeply grateful for the support of our good neighbors in the Garment District, Lord & Taylor and Macy's.



lordandtaylor.com



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VISIT OUR BRAND NEW WEBSITE AND “LIKE” THE FAMILY CENTER ON FACEBOOK!

In August 2010, The Family Center launched our newly-upgraded website. The new site better reflects the many new programs and events we offer. Since this launch of The Family Center’s improved website, our online traffic has increased by over 40%!

In addition to its expansive new look, the site allows us to communicate with client families and supporters in several new ways. We are now developing an online Client Resource Center, an interactive forum where parents and caregivers can give us feedback on services, share ideas, and give suggestions about how we can help them. We have added new blogging capacity, too. Over the next months, keep an eye out for consumers, staff, volunteers, and expert guest bloggers who will enrich The Family Center online experience.



The Family Center recognizes the many ways social media can help our larger family –consumers, donors and volunteers– stay in touch. If you haven’t done so already, check out [our Facebook page](#) for families and supporters. We hope you’ll enjoy clicking through our new website (www.thefamilycenter.org) and, of course, “Like” The Family Center on Facebook today!

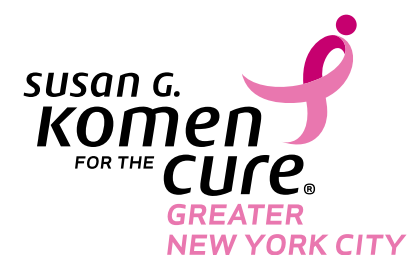
“SOME KIND OF RAINBOW,” ALANTHEIA PENA



Raising three daughters and living with a life-threatening illness would be enough for most people. But Family Center Board Member Alanthea Pena is not most people.

Alanthea first came to The Family Center for help with her living will and to make legal guardianship arrangements for her minor daughter. Lucky for us, she stayed for so much more. At our Manhattan office housewarming in early 2008, Alanthea spoke movingly about how The Family Center has touched her life. That same year, our largest private funder, Robin Hood, featured Alanthea’s story in its annual report. Shortly thereafter, Alanthea joined our Board of Directors as one of two consumers, keeping up The Family Center’s longstanding commitment to consumer participation at every level of agency life – including Board leadership. But Alanthea also stays involved on the front lines of client services: This February, Alanthea recruited a Mary Kay representative to provide free facials to 15 consumers in our Fit, Fabulous and Fifty group.

All her work here at The Family Center keeps Alanthea plenty busy, but beyond our walls, she is a tireless advocate for families. She runs a health ministry at Friendship Baptist Church in Brooklyn. She currently works with doctors at Montefiore to develop a new Bronx-based program raising awareness about breast cancer. Last August, the New York Times featured Alanthea in a story about breast cancer survivors and reconstructive surgery. “At the end of it,” she reflected, “You see some kind of rainbow.” Thank you, Alanthea, for all the ways you shine in The Family Center’s rainbow.



Susan G. Komen for the Cure supports The Family Center’s work with breast cancer survivors like Alanthea by providing our agency with funding, critical information about breast cancer and more! Our Executive Director Ivy Gamble Cobb serves on the Board of the Susan G. Komen for the Cure Greater New York City Affiliate and chairs their Grants Education and Policy Committee.

The Family Center also enters a team into the Race for the Cure every year to celebrate our partnership with Susan G. Komen for the Cure. Visit our website this summer to sign up for our team!

NOT JUST BUDDIES, BUT “MORE THAN YOU COULD EVER HOPE FOR”



When Sally found inspiration in the movie ‘High School Musical,’ Jennifer was there to help her find an arts-focused high school.

When Fred graduated 8th grade, Marty attended the ceremony. But when Jerome’s mom, a friend to all at The Family Center, passed, John Morro not only attended her funeral, but also was simply present for Jerome. None at The Family Center can forget this act of devotion.

Statistics behind the positive impact of mentoring are staggering: higher test scores, decreased truancy, improved chance of attending higher education and reduced incidence of drug and alcohol abuse –to name but a few. But these statistics do not show the impact mentoring can have on the volunteer’s life.

One of our longest-serving mentors, John Morro, has been a ‘Buddy’ to Jerome for more than three years. Mentoring Jerome has been a “great experience, much more than I could ever have hoped for when I started.” He explains that the experience really allows supporters to understand the challenges people from different backgrounds face, and that he no longer takes his health or blessings for granted. This inherent value prevails, in addition to the fun times the pair has exploring New York City and just hanging out together. The Family Center is thankful to John and all our mentors –you, too, are more than we and our children could ever hope for!

If you would like more information on mentoring and impacting a young life, please contact Alison Marmolejos at amarmolejos@thefamilycenter.org or **212-766-4522 ext. 135**. There could be a young Jerome somewhere in New York City waiting for your guidance and support.

HOLDING FAMILIES TOGETHER: OUR LEGAL LIFELINE



In your late twenties, you work, date, and attend school. You have a beloved older sister, a single mother of two young children, your nieces whom you adore.

One day, you get a phone call from your sister. She has cancer and not much time left. “Will you take care of my kids if... I don’t make it?” Your shock, anger and grief quickly turn to how you will help your sister. As her illness progresses, you help her with everything from doctor’s appointments to rent. You’re overwhelmed and frightened.

Then you call The Family Center. Within days, one of our attorneys comes to meet with you and your sister in her hospital room. The attorney helps her execute a power of attorney, so you can address matters on her behalf. The attorney helps your sister execute guardianship papers for your nieces, who could soon be your responsibility. The housing case that arose when your sister couldn’t pay her rent disappears after The Family Center attorney makes a phone call. Finally, our attorney helps your sister put her final wishes into a will. She dies within two weeks.

The attorney now connects you to a Family Center social worker who works with your nieces to deal with their grief. The Family Center also helps you access benefits to begin receiving much-needed financial support for the girls. At the same time, the attorney who sat at your sister’s bedside now helps you finalize guardianship of your nieces. Somehow, you and the girls are forming a family out of this tragedy.

Our attorneys handle cases like this every day. Their work isn’t easy, but provides a vital lifeline for the families and children we serve. Working across areas of family law, lifetime planning, housing and public benefits, their goal is always to serve clients on as many issues as possible. In our multidisciplinary approach, attorneys work hand in hand with social workers, a comprehensive model to address the complex problems faced by the families in our care. Family Center attorneys strive to achieve, not just successful resolutions, but enduring outcomes.

In 2010, our Legal Services Department closed 693 cases and secured \$841,000 in verdicts and settlements. Our attorneys logged more than 4,400 hours on these matters. This past year, the Department’s work received a huge boost from volunteer collaborations, most notably from local area law schools and the Skadden Arps Honors Program in Legal Studies, based at CUNY. The Family Center is grateful to these community partners, and to the extraordinary commitment that our staff attorneys bring to the vulnerable families we serve.

FATHER KNOWS BEST



When Calvin, Contanya and Kiki arrived at The Family Center Annual Holiday Party this past year, they made even a bigger splash than Santa. Calvin had thoroughly researched the party's Hawaiian Holidays theme and found fun beach attire for the whole family. Since joining The Family Center in 2009, Calvin has been enriching our community in a lot of ways, besides just making parties more fun.

Calvin is a founding member of our Fathers & Friends group for dads, who have assumed the primary caregiving responsibilities for their children. He also serves with our Peer Outreach Educators to connect The Family Center with other providers and potential consumers throughout New York City. In November, Calvin spoke to NY1 when the station featured Executive Director Ivy Gamble

Cobb as New Yorker of the Week. And just recently, he became one of the first people to enroll in our B-SWEL program so he can receive support managing his diabetes.

Before his daughter Kiki's birth, Calvin received a scholarship from the Dance Theatre of Harlem and performed with that troupe for nine years. He also travelled the world working for a recording artist –going to Japan, Australia and into South America and Africa. Now that Calvin's back in New York and part of The Family Center, we couldn't be happier that he's chosen to settle down with us. Thank you, Calvin! You prove that father does know what's best: The Family Center.

*“The stories are true and the magic is real –
from you and the staff of The Family Center.”*
–A note from Calvin to Ivy Gamble Cobb

OUR VOLUNTEERS

We gratefully acknowledge the generous support of the following volunteers who donated their time, energy and spirit to our agency and mission between January 1, 2010 and December 31, 2010.

Casey Ammerman
Danielle Aque
Beth Arentsen
Adriana Arizmendi
Claudia Arrindell
Andrea Austin
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Donna Leatherman

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We gratefully acknowledge the generous support of the following donors, whose in-kind gifts and services were received between July 1, 2009 and June 30, 2010.

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We gratefully acknowledge the generous support of the following donors, whose gifts were received between July 1, 2009 and June 30, 2010.

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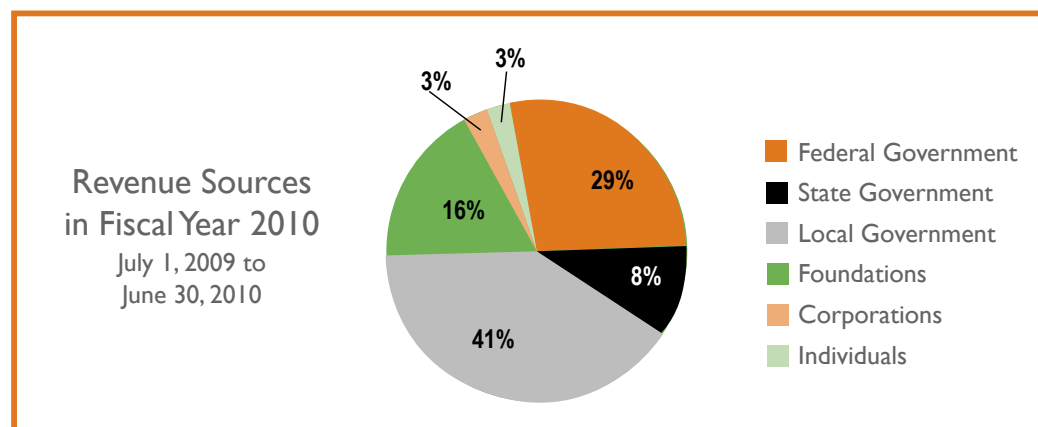
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- U.S. Department of Health and Human Services, Health Resources and Services Administration
- U.S. Department of Health and Human Services, Administration for Children and Families
- NYS Department of Health, AIDS Institute
- NYS Department of Health, Bureau of Chronic Diseases
- NYS Office of Children and Family Services
- NYC Administration for Children's Services
- NYC Department for the Aging
- NYC Department of Health and Mental Hygiene

STATEMENT OF ACTIVITIES FOR THE YEAR ENDING JUNE 30, 2010

	2009	2010
REVENUE AND OTHER SUPPORT		
Government Grants	\$ 3,512,126	\$ 3,440,535
Contributions	\$ 1,017,907	\$ 892,371
Other Income	\$ 85,733	\$ 68,816
Total Revenue and Other Support	\$ 4,615,766	\$ 4,401,722
EXPENSES		
Program Services	\$ 2,469,149	\$ 2,491,037
Social Services	\$ 519,613	\$ 458,475
Legal Services	\$ 638,861	\$ 667,751
Child Welfare		
Total Program Services	\$ 3,627,623	\$ 3,617,263
SUPPORTING SERVICES		
General and Administrative	\$ 605,928	\$ 573,042
Fundraising	\$ 304,664	\$ 327,605
Total Supporting Services	\$ 910,592	\$ 900,647
Total Expenses	\$ 4,538,215	\$ 4,517,910
Change in Net Assets as of June 30, 2010	\$ 77,551	\$ (116,188)
Net Assets Beginning	\$ 3,354,710	\$ 3,432,261
Net Assets Ending	\$ 3,432,261	\$ 3,316,073



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