



*Standing together so children's
growth, development, and
resilience are strongly supported*

2019-2020 Annual Report

Dear friends,

This has been a year of profound change in our world and Children's Institute is listening and responding every step of the way. The pandemic has changed children's lives in ways we cannot imagine – that requires our heightened capacity to be present, engaged, empathic and creative. We help maintain resilience among those who work with children to support adjustment and encourage rapid innovation, so each child is attended to with care. We identify change opportunities that build towards stronger resources to support children's growth and development in the long-term, while we work to close the gaps caused by these disruptions to mitigate any long-lasting effects on children and families.

So, 2020 brought us to new efforts – to lead in a crises response to close the digital divide among pre-school aged families. Children's Institute has transformed to provide our major programs and services virtually. We can address the many needs of schools and other child-serving organizations in a manner responsive to their choices for promoting safety from COVID-19. We have joined with health care leaders, educators, as well as child care and out of school professionals to support the child care, educational and health ecosystems as massive changes destabilized their service delivery. We worked to put the parent voice at the center of prevention system change – for instance as we support the emergence of a community-wide infant mental health system.

You will see throughout these 2019-2020 highlights that our commitment to keep intact or restore the complete wellbeing of all children, including their social emotional health. We do so as a member of our community facing the effects of racism locally and nationally. Children's Institute has renewed our commitment to work towards the elimination of systematic and institutional racism and implicit bias. We stand and speak for racial justice and public health equity together. Our new strategic plan focuses on continued responses to address this compounding public health crisis and to amass leadership and energies to work collectively towards an affirmative anti-racist future.

In 2021, we look to continue to develop virtual trainings for schools, review social emotional learning practices through an equity lens, create webinars on how families can cope through the pandemic, transform our Get Ready to GROW program screenings through virtual means and state-of-the-art bus for community settings. We will offer community check-ins for groups to share their experiences and promote wellbeing and adjustment among parents, teachers and providers as they care for children in need.

Our work is even more critical now as we see children will require extra support to achieve positive wellbeing over the coming year. We thank you for supporting us as we stand ready and respond in this ever changing time.

James Lewis, III, Psy.D.
Board Chair

Ann Marie White, Ed.D.
Executive Director



Ann Marie White completed her first year at Children's Institute as Executive Director. Her thoughts on the past year; "After climbing Mt. Marcy this week to see a unique vista of NYS, I want to share with you Children's Institute's vista of activities over the year, as we continue to adapt to the changing landscape of children's services and schooling. We truly appreciate all the support we have received during these challenging times."

Congratulations to Children's Institute Coterie 2020 recipients

who were introduced at our bi-annual Community Update in January. Susan Gorin, Patricia Leo, Mary Ann Peabody and Jonathan Trost were recognized for their contributions to Children's Institute as ongoing and significant, whether it be intellectual property, financial property, volunteerism, or a combination of the above. Visit, www.childrensinstitute.net/about-us/blog/news-views/community-update-2020.



Children's Institute has a new bus! We are thrilled to announce that our GROW screening and referral bus arrived mid-August! Closely monitoring and following safety protocols, we will be doing mobile screenings in rural and hard-to-serve communities in Monroe and surrounding counties. We are currently offering virtual screenings to meet the needs of young children. For more information or to watch our award-winning video about our program, visit www.GetReadyToGROW.org.



Children's Institute's COVID-19 resources – During this challenging time, Children's Institute offers families a resource page with information to support them throughout the pandemic. Visit, www.childrensinstitute.net/about-us/covid19-resources-for-families.

Children’s Institute was selected to be a backbone organization for ROC the Future starting spring 2021.

This collaboration will expand synergies, such as advancing systems thinking in communities to support child outcomes, with a focus on kindergarten readiness, early grade reading, and high school graduation. ROC the Future’s goals for children in our community are:

- Every Child Is School Ready
- Every Child Is Supported
- Every Child Is Successful
- Every Child Is College & Career Ready

[Rochester Business Journal article](#)



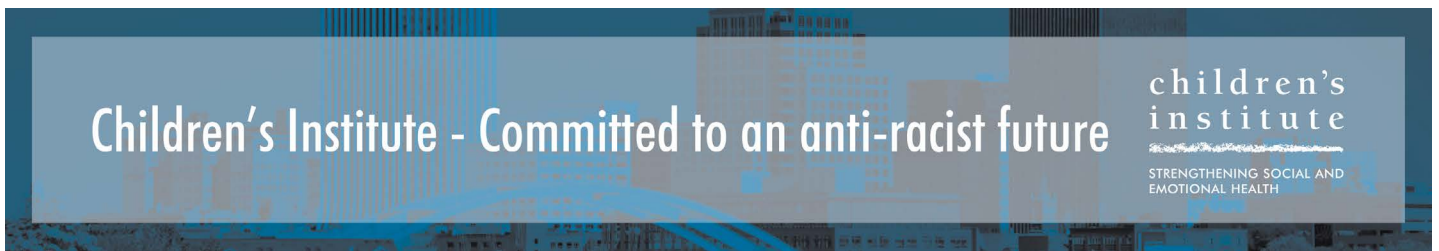
Rochester City School District, along with many state-funded programs, are facing budget cuts paired with reductions in funding due to Pre-K enrollment declines. Our RCSD Pre-K assessment services scope of work, RECAP, proposal has been modified accordingly to reduced district requests, and now includes a limited reporting plan for the 2020-21 school year as well as an anti-racism training focus. With new ESL support, however, a study of long-term effects of Pre-K is now underway in the Children’s Institute Research and Evaluation team.

Community Events – After a very successful Kids & Trucks event last fall with approximately 4,000 attendees, and a fall Spotlight Seminar featuring the documentary ‘Cracked Up’ that highlighted Darrell Hammond’s childhood trauma and life-long impact, we switched to an online webinar in the spring entitled ‘Helping Young People Cope with Stress and Anxiety During Uncertain Times.’ This webinar had over 800 attendees and focused on learning how to start age-appropriate conversations with children and actively listen as they express their thoughts and feelings. Attendees also learned how to work together to develop coping skills to help children navigate the stress of having their world change. To view the webinar, visit www.childrensinstitute.net/training-and-events/spotlight-series/past-events/april-2020.





Children’s Institute’s Caring Connections initiative focuses on parent support and use of technology, and enhancing pre-school family functioning during the COVID-19 period, and continues to develop with CBO and RCSD partner agencies. With the support from the United Way and the Rochester Area Community Foundation (RACF), together we are working to create equity in digital access to learning and family supports in Rochester in response to challenges caused by the pandemic.



Statement on racism as a public health issue – Children’s Institute recognizes racism as a public health crisis and is committed to working collectively towards an affirmative anti-racist future with the goal that our community’s children, families, and staff of color have lives free from violence and filled with safety, love, options, hope, healing, and health. To learn more about talking about racism with your children, racism and public health issues, anti-racism as a core component of SEL, and resources from our partners, visit www.childrensstitute.net/about-us/racism-and-social-justice.



SAMHSA Project LAUNCH – Children’s Institute received funding for a Substance Abuse and Mental Health Services Administration (SAMHSA) Project LAUNCH grant. This national grant focuses on reducing behavioral health problems, early identification, and prevention and promotion services to improve social-emotional well-being for young children. Partners include Society for Protection and Care of Children (SPCC), University of Rochester Medical Center,



Mount Hope Family Center, and Common Ground Health. Once the pandemic began, our work continued with partners to support their efforts to implement programs and activities virtually. In addition, we have been part of community conversations about how to respond to family and program needs in the context of COVID.

2019-2020

FINANCIAL REPORT

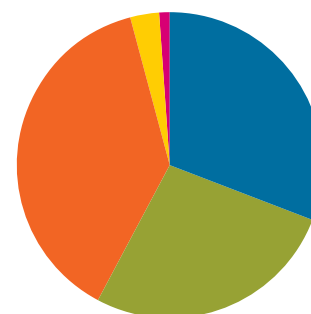
SUMMARY FINANCIAL INFORMATION

For years ending June 30, 2019 and 2020

Balance Sheet	2019	2020
Cash & equivalents	\$ 433,767	\$ 1,236,878
Funding & grants receivable	\$ 530,766	\$ 499,343
Other current assets	\$ 64,596	\$ 103,519
Property & equipment	\$ 18,833	\$ 27,912
Long term receivables	\$ 216,756	\$ 616,885
Investments	\$ 2,982,485	\$ 2,937,422
Total Assets	\$4,247,203	\$5,421,959
Current Liabilities	\$ 1,114,804	\$ 1,338,211
Long Term Liabilities	\$ -	\$ 551,769
Total Liabilities	\$1,114,804	\$1,889,980
Net Assets	\$ 3,132,399	\$ 3,531,979
Total Liabilities & Net Assets	\$4,247,203	\$5,421,959

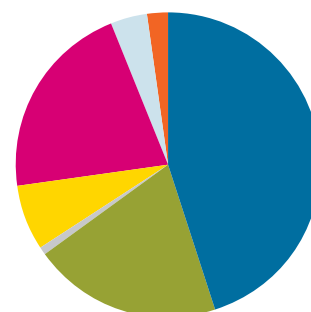
Statement of Activities	2019*	2020
REVENUES & GAINS		
Government	\$ 1,255,937	\$ 1,749,563
Sales/fee for service/other	\$ 1,387,423	\$ 1,364,147
Foundations/United Way	\$ 1,688,241	\$ 2,148,533
Charitable Giving	\$ 161,097	\$ 135,743
Contributed Services	\$ 500	\$ 1,389
Investment & interest gains	\$ 112,899	\$ 337
Total Revenues	\$4,606,097	\$5,399,712
EXPENSES & LOSSES		
Programs & services (incl pass thru)	\$ 2,119,944	\$ 2,126,496
Whole Child Connection	\$ 924,433	\$ 991,185
Center for Continuous Improvement	\$ 73,231	\$ 23,608
Research & development (incl COMET)	\$ 285,219	\$ 369,427
Finance & Administration (incl PPP)	\$ 749,504	\$ 1,185,229
Business services & communications	\$ 198,610	\$ 179,330
Fundraising	\$ 106,331	\$ 116,564
Depreciation & amortization	\$ 6,489	\$ 8,293
Total Expenses	\$4,463,761	\$5,000,132

Change in Net Assets **\$ 142,336** **\$ 399,580**



REVENUES & GAINS

- Government - 30%
- Sales/fee for service/other - 27%
- Foundations - 38%
- Charitable giving - 3%
- Investment & interest gains - 1%



EXPENSES & LOSSES

- Programs & services - 45%
- Whole Child Connection - 20%
- Center for Continuous Improvement - 1%
- Research & development - 7%
- Finance & administration - 20%
- Business services & communications - 4%
- Fundraising - 2%

Notes

- Children's Institute's financial statements are audited by Mengel, Metzger, Barr & Co. LLP, Certified Public Accountants and can be viewed at www.childrensinstitute.net/donate/annual-reports.
- Pie charts reflect combination of 2019 and 2020 fiscal years.

*Numbers restated to match FY20 reporting

2019-2020 DONORS

Children's Institute is grateful for the generous support of individuals, foundations, and businesses as we address issues that impact the lives of young children in our community and beyond. Thank you for your commitment to Children's Institute as we work towards achieving our vision to positively impact the social and emotional health of one million children by 2020.

CHAMPIONS • \$5,000 AND UP

- ❖ Daniel and Mary Draper
- ★ The Hallowell Fund at the Rochester Area Community Foundation
- Arthur and Barbara Hirst
- Honoraria from Rochester's Child recognizing A. Dirk Hightower, Ph.D. as the recipient of ROC the Future's Jacque Cady Annual Advocacy for Children Award
- ★ Charlotte and Leo Landhuis
- ★ Richard and Vicki Schwartz
- Martin L. and Suzanne S. Suter
- Family Fund at the Rochester Area Community Foundation

BELIEVERS • \$1,000 AND UP

- ★ Nancy and Joseph Briggs
- ★ Susan and David Gorin
- ★ Carol Gravetter
- ❖ Cindy and Vince Harper
- ★ Dirk and Linda Hightower
- ★ June Lee
- ★ L. Janet Lee
- ★ Ann Pinnella
- ★ Barbara Purvis
- Louise H. Van Heyst Memorial Fund at Rochester Area Community Foundation
- ❖ Suzanne & Theodore Spall Jr.
- Tompkins Financial Advisors
- ★ Connie Valk
- Ann Marie White

SUPPORTERS • \$500 AND UP

- Anonymous
- Marjorie Allan
- ❖ Michael and Welda Bader
- ★ Jill M. Cicero
- ❖ Dianne Cooney Miner
- ★ Donna and Jack DePeters

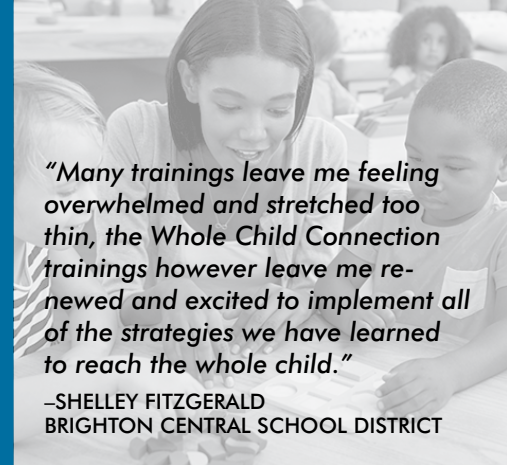
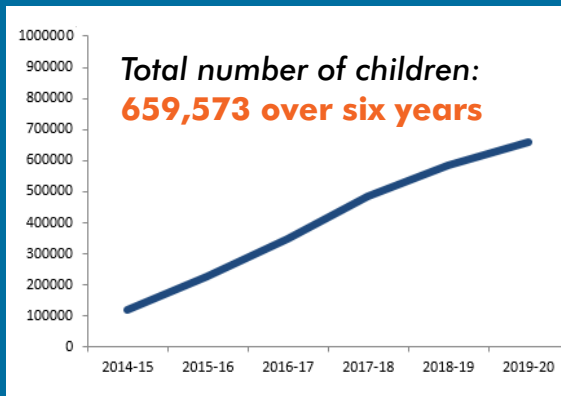
- ★ Richard and Malinda Fischer
- Ann and Jim Gould
- ★ Eleonore and John Herman
- ★ Dr. James Lewis III
- Lynn Lubecki
- Pittsford Community Supporting the Senior Class of 2020
- R. Danforth Ross
- ❖ Steven Russell and Phyllis Rifkin-Russell
- Sayre Family Incentive Fund at Rochester Area Community Foundation
- Jeff Valentine

FRIENDS

- Anonymous
- ❖ Robin Adair and Jason Dunn
- Carl Aquilina
- Lavon Armstrong
- ★ Barbara and Dennis Asselin
- ★ Fritz and Marje Aude
- ❖ Tony and Sandy Auriemma
- ★ Kim Avery
- ★ Rachel Robb Avery
- ❖ Nadine Basalyga
- ★ Nancy Beilfuss
- ❖ Loisa Bennetto
- ★ Rusti and Jerry Berent
- ★ Arlene Bobin
- ★ Ted and Peggy Boucher Family Fund at the Rochester Area Community Foundation
- Gary Breitung
- ❖ Marilyn Brown
- ★ James and Carmen Brush
- ★ The Honorable and Mrs. Bert A. Bunyan
- ★ Mary Consler
- ★ Nancy Cook
- Chrismarie Cupp

- ❖ Mary Ann and Chris Demario
- ★ Joseph and Debra DeMeis
- ★ Charles R. Deupree
- ❖ Sharon Dickman
- Valerie DiPasquale
- ★ Richard Doyle
- ★ Eric Dreyfuss
- Kathleen Embt
- ❖ Charles and Naomi Erdmann
- ★ John and Suzanne Fitzgerald
- ❖ Scott Forsyth
- ❖ Jonathan Foster
- ❖ Julia Garver
- Melissa Goodwin
- Roger Hansen
- Mairéad Hartmann
- ❖ Terry and Eileen Hartmann
- ❖ Donna Hawkes
- ❖ John Hawkes
- ★ Deborah Johnson
- Eric Johnson
- Amy and Bruce Kahn
- ★ Nancy Kaplan
- Kendra Nelson Memorial Foundation Fund at the Rochester Area Community Foundation
- ★ Howard Kirschenbaum and Mary Rapp
- ★ Richard Kreipe
- ★ Judy Lazenby
- ★ David Legel
- ★ Ellen Leopold and Howard Beckman
- Joseph Lippert and Patricia Clark
- ★ Pierre and Dorothy Loncle
- ★ Dr. and Mrs. Norman Loomis
- ★ Bohdan and Margaret Lotyczewski
- ❖ Jeanne Loysen
- ★ Andrew MacGowan
- ★ John and Linda Macholz
- ★ Massie Family Fund at the Rochester Area Community Foundation
- ★ Michael McDougall

How far we've come in six years towards serving one million children...



"Many trainings leave me feeling overwhelmed and stretched too thin, the Whole Child Connection trainings however leave me renewed and excited to implement all of the strategies we have learned to reach the whole child."

—SHELLEY FITZGERALD
BRIGHTON CENTRAL SCHOOL DISTRICT

- Lydia Mills
- Ruperto Montero
- Guillermo Montes
- ❖ Jeanne Morey
- Rashid Muhammad
- Craig Orłowski and Lynn Garfunkel
- ✦ Larry Perkins
- ❖ Steve Pulos
- ✦ Chris Ranalletta and Family
- Charlie and Mary Randisi
- ❖ Carl and Jodi Reynolds
- ❖ Ronald Roberts
- James Rotolo
- ❖ Laura Sadowski
- Chrisann Sasso
- Todd Savage
- Richard and Leslie Shroyer
- Frank Shumway
- Jean Slattery
- Joseph and Linda Spinosa
- ❖ Robert and Gayle Stiles
- Steven Sulkes and Melissa Schiff
- Diane Trentini
- Mark and Karyn Turner
- ✦ Lori and Eric VanAuken
- ✦ Genemarie Van Wagner
- ❖ Gretchen Voss
- Dr. Stephen Webb
- Domenick and Beatrice White
- ❖ Edward Yansen

Special gifts in memory of:

- Mary Ellen Carey
- Bradley Lewis Consler
- Donn DiPasquale

- Marie Hansen
- Gary Lazenby
- Nicole Ranalletta
- James Neil Stillman
- Mary Temple

Special gifts in honor of:

- Children everywhere
- Children's Institute staff
- Donna DePeters
- Cindy and Vince Harper
- Terry Hartmann
- Dirk Hightower
- Dr. Craig Hill
- Primary Project
- Shelley Sanyshyn
- Lynn Smith
- Lauri Strano

FOUNDATIONS/BUSINESSES

- AmazonSmile
- America's Promise Alliance
- Brighter Days Foundation
- City of Rochester
- ESL Charitable Foundation
- Facebook
- Farash Foundation
- Greater Rochester Health Foundation
- John Purcell Family Fund
- MAS Translation Services
- NYS Council on Children & Families
- OFC Creations
- Rochester Area Community Foundation

- SEFA-NYS Employees Federated Appeal
- Stern Properties
- United Health Foundation
- United Way of Greater Rochester
- U.S. Department of Health and Human Services-Substance Abuse and Mental Health Services Administration

We appreciate the support from New York State Aid to Localities Education Budget line item for Primary Project at Children's Institute.

KIDS & TRUCKS FUNDING

- Alesco Advisors
- Emil Muller Foundation
- ESL Charitable Foundation
- Daisy Marquis Jones Foundation
- Friends of Kids & Trucks Ticket Fund
- William & Sheila Konar Foundation
- Marshall & Sterling Insurance
- Rochester Area Community Foundation
- Truck sponsors
- Underberg & Kessler LLP
- Upstate Niagara Cooperative
- Wegmans
- West Herr Auto Group

Every effort has been made to ensure the accuracy of this report. If you name has been omitted, misspelled or listed incorrectly, please accept our apologies and bring the error to our attention so we can correct our records. Gifts received after June 30, 2020 will be recognized in our 2020-2021 report. Thank you.