

Fiscal Year 2023 & 2024
ANNUAL REPORT

As we reflect on another year of growth and impact, two words come to mind: grateful and hopeful. Grateful for the compassionate donors and community partners whose support strengthens our mission, and hopeful for the continued progress we can achieve together in breaking down the barriers of inequity that stand in the way of children's success.

At Children's Institute, our work is grounded in the belief that every child deserves the opportunity to thrive emotionally, socially, and academically. For over 65 years, we have been a steadfast support system for children, families, schools, and communities, offering a comprehensive range of services designed to promote optimal health and wellbeing. From our foundational program, Primary Project, to our wide-reaching training and consultation services, we are committed to providing innovative, research-backed programs that have a real impact.

This year, we've seen tremendous strides in our efforts to address the growing need for mental health services for children. The demand for these services has skyrocketed, and we are responding with expanded programs that help children navigate challenges and overcome obstacles to their emotional and social development. Our work has never been more urgent, and our vision of an equitable future where every child can live, learn, and play without barriers remains our guiding force.

As you'll read in the following pages, thanks to the generosity of our donors and the dedication of our staff, Children's Institute continues to be a lifeline for children in our community and across the nation. Whether through direct services or advocacy efforts, we are working every day to break down the walls that hinder children's success—and we are seeing results.

In this report, we'll highlight key achievements, impactful stories, and the ongoing challenges we face. Together, we've made great strides, but there is still much work to be done. As we look ahead, we remain hopeful for the future, confident that with your continued support, we will build a brighter tomorrow for the children who need us most.

Thank you for being a vital part of our journey.

All of us at CI

MEETING OUR MISSION

IMPACT 2023

Highlights of our shared
accomplishments this year.

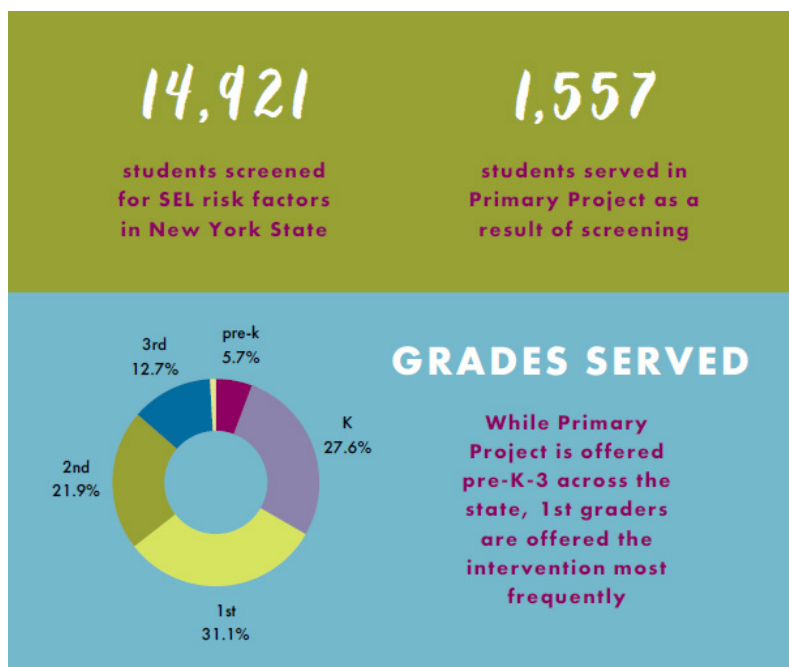


Innovating Student Success:

PRIMARY PROJECT'S IMPACT ON ATTENDANCE

In May 2023, Children's Institute's Primary Project was featured in the Journal of Applied School Psychology for its impact on school attendance. Chronic absenteeism is a significant challenge, but our research shows that students in Primary Project had higher attendance rates compared to their peers.

This study highlights the innovative approach of Primary Project, which addresses emotional and social needs early, helping children stay engaged and succeed in school. By continuously refining our programs, we remain committed to innovating solutions that lead to measurable improvements in student outcomes.



Information from NYSED Survey Results for 2022-2023 school year.

Illuminating Pathways for Growth:

STAGE OF CHANGE TRAINING

In September 2022, Children's Institute and ROC the Future staff participated in a transformative training on the Stage of Change Approach to Professional Development. Led by Linda Murray and Kim Avery, this session aimed to illuminate how to assess a learner's readiness to change and how to effectively support that change across diverse professional settings.

The training not only provided valuable insights into behavior change but also illuminated practical strategies that participants can apply in their work with children, families, and communities. To build on this learning, additional "Get to Know Stage of Change" sessions will be offered in the coming months, ensuring that staff continue to develop the tools and understanding necessary to drive meaningful progress.



Facilitating Growth and Excellence:

CI STAFF AT THE NYAEYC CONFERENCE



In March 2023, Krista Nicolaisen, Project Coordinator at Children's Institute, had the opportunity to facilitate dynamic and impactful conversations at the New York Association for the Education of Young Children (NYAEYC) conference. Alongside Rachel Zielinski, Quality Improvement Specialist at QualitystarsNY, Krista led a session that facilitated a deeper understanding of environment rating tools for preschool, infant/toddler, and family childcare settings.

Through their facilitation, Krista and Rachel provided early childhood educators with practical strategies and insights to enhance quality improvement practices. This session not only promoted effective learning environments but also strengthened the capacity of educators to provide the best care and education to young children. In this way, Children's Institute continues to facilitate the professional growth of educators, empowering them to make a lasting impact in the field.

Collaborating for Greater Impact:

COMMUNITY-BASED RESEARCH PARTNERSHIPS

In October 2022, Children's Institute researchers Joseph McFall, Ph.D., and Marjorie Allan, MPH, had the opportunity to collaborate with a diverse group of community partners through a community-based participatory research course at the University of Rochester's Center for Community Health and Prevention. This course offered a unique platform for researchers to work alongside community organizations, ensuring that their research projects were not only academically rigorous but also deeply connected to the lived experiences and pressing needs of local communities.



Dr. McFall has been collaborating closely with the Child Care Council and LAUNCH to explore the challenges of suspensions in early childhood and preschool settings. This partnership focuses on identifying systemic barriers and developing practical solutions

that can support both young children and educators, aiming to reduce suspensions and improve overall classroom dynamics. Through this collaboration, Dr. McFall is contributing to a broader effort to create more inclusive and supportive learning environments for early childhood education.

Meanwhile, Ms. Allan is engaged in multiple collaborative efforts, including a partnership with RMAPI to facilitate community-led focus groups. These groups are focused on examining the impacts of New York State's minimum wage increase on families and workers, providing valuable insights into how economic changes affect vulnerable communities. In addition, Ms. Allan is collaborating with RAPP (Rochester Alliance for Parents and Families) and the Early Childhood Education Quality Council to establish parent-led networks that empower families by offering continuous access to resources, support, and advocacy.

These collaborative efforts represent a core component of Children's Institute's mission to conduct research that is not only academically sound but also grounded in the realities of the communities we serve. By collaborating with local partners and engaging directly with the voices of those most affected, Children's Institute ensures that its research drives meaningful, positive change and supports the long-term well-being of children and families across the region.



This past year has been one of transformation for CI, marking an exciting new chapter in our organization's journey. From a vibrant brand refresh to a physical move into our new home at **205 St. Paul Street**, we have embraced change with purpose and momentum. Our updated identity—simply “CI”—reflects the spirit of connection, brightness, and hope that defines our commitment to children's wellbeing.

At CI, we strive to **Innovate, Illuminate, Facilitate, and Collaborate** to create lasting change. We work alongside parents, educators, funders, and community partners to provide impactful services, including Primary Project, Program Evaluation, Whole Child Connection consulting services, and Get Ready to GROW. Together, these offerings advance our mission of **promoting children's social and emotional health**—ensuring that every child has access to the support they need to thrive.

As we reflect on the past year and look ahead, CI stands at the center of an evolving landscape—one that presents both challenges and opportunities for children and families. Our commitment remains steadfast: **to foster meaningful change across education, health, human services, and family systems, creating more just and equitable communities.**

Thank you to our supporters, partners, and advocates who make this work possible. Your belief in our mission fuels our ability to drive change. As we continue this journey, we invite you to stand with us in shaping a brighter future for all children.

Together, we move forward.



CI UNVEILS BRAND REFRESH AND MOVE TO DOWNTOWN ROCHESTER: A UNIFYING NEW CHAPTER

Children's Institute is pleased to announce a brand refresh, as well as an organizational move, both signifying a new chapter in the organization's journey. Our home throughout the 2000's has been Village Gate, and we honor the good work and memories housed within the space.

On December 4, 2023, CI began the transition to work from our new location, the Chapin Building at 205 St. Paul Street. Teams that currently share our space from ROC the Future Alliance (RTFA) and the Greater Rochester Summer Learning Alliance (GRSLA) will also be moving to this location, along with partners from the Early Childhood Education Quality Council (ECEQC) and the Rochester International Children's Film Festival.



We required a location that supported our strategic intent: To foster change with and across education, health, human services, and family systems, that ensures children's holistic well-being - and creates more racially and socially just and equitable communities. The move to 205 St. Paul supports this intent, as the area is targeted for the next major Rochester downtown transformation investment, working to eliminate inequities by removing boundaries between business and neighborhoods. Located in the heart of the St. Paul quarter, it provides easy access for community members as well as to transportation via the inner loop, expressway, and public transit nearby. The location provides a better cost outlook with a more functional, comfortable, sustainable, accessible, and visible place for our mission delivery.

KEY ELEMENTS OF BRAND REFRESH

Children's Institute has been nicknamed "CI" for many years. We are embracing this friendly term for our organization and using it as the focal point for our updated logo. The new logo is modern, bright, and simple, and is designed to portray feelings of youth, development, education, inclusion, and impact. Our brand refresh efforts reflect feedback from partners and our community. As our organization grew, it became a multi-layered mix of new and legacy brands, each with its own identity. The goal of the brand refresh is to provide clarity to our partners and communities served, help to tell our story, and foster an inclusive organizational culture. Rolling out our new brand architecture includes new messaging, website, collateral, and resource updates. The brand architecture and design refresh includes a new logo, an updated visual identity, and a new program certification mark. It will more clearly define Children's Institute's work in the community.

FY 2023

FINANCIAL REPORT

SUMMARY FINANCIAL INFORMATION

FY2023 is July 1, 2022 through June 30, 2023

Balance Sheet	2022	2023
Cash & equivalents	\$2,345,021	\$ 536,045
Funding & grants receivable	\$ 894,020	\$ 1,060,512
Other current assets	\$ 225,342	\$ 241,225
Property & equipment	\$ 323,707	\$ 237,646
Investments	\$ 3,183,698	\$3,705,627
Total Assets	\$6,971,788	\$5,781,055
Current liabilities	\$2,836,492	\$ 1,447,691
Long term liabilities	\$ 100,000	\$ -
Total Liabilities	\$2,936,492	\$1,447,691
Net assets	\$4,035,296	\$4,333,364
Total Liabilities & Net Assets	\$6,971,788	\$5,781,055

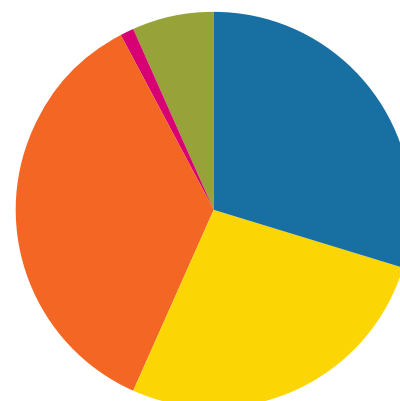
Statement of Activities	2022	2023
REVENUES & GAINS		
Government	\$ 2,601,745	\$2,375,678
Sales/fee for service/other	\$ 2,181,848	\$2,140,868
Foundations/United Way	\$ 1,425,233	\$2,839,576
Charitable giving	\$ 93,800	\$ 74,136
Investment & interest gains	\$ (427,537)	\$ 525,481
Total Revenues	\$5,875,089	\$7,955,739

EXPENSES & LOSSES		
Programs & services (incl pass thru)	\$ 2,975,774	\$3,615,885
Whole Child Connection	\$ 1,284,301	\$1,504,657
Data and Science (incl COMET)	\$ 282,300	\$ 318,932
Finance/administration/support (incl PPP)	\$ 387,598	\$ 486,572
Racial and Social Justice	\$ 58,521	\$ 106,016
ROC the Future Alliance	\$ 1,140,487	\$1,420,040
Fundraising	\$ 155,774	\$ 107,708
Depreciation & amortization	\$ 96,435	\$ 97,861
Total Expenses	\$ 6,381,190	\$ 7,657,671
Change in Net Assets	\$ (506,101)	\$ 298,068

Notes

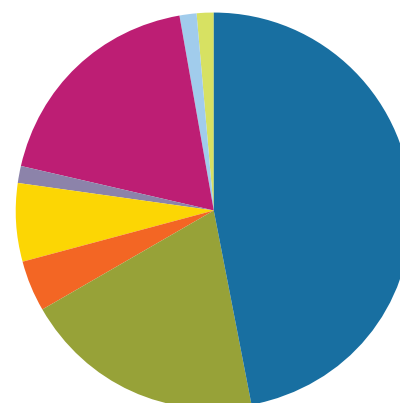
- Children's Institute's financial statements are audited by Mengel, Metzger, Barr & Co. LLP, Certified Public Accountants and can be viewed at www.childreinsinstitute.net/donate/annual-reports.
- Pie charts reflect FY 2023 only.

FY 2023



REVENUES

- Government - 29.86%
- Investment & Interest Gain - 6.61%
- Foundations/United Way - 35.69%
- Sales/fee for service/other - 26.91%
- Charitable giving - 0.93%



EXPENSES

- Programs & services - 47.22%
- Whole Child Connection - 19.65%
- Data and Science - 4.17%
- Finance/administration/support - 6.35%
- Racial & social justice - 1.38%
- ROC the Future Alliance - 18.54%
- Fundraising - 1.41%
- Depreciation & amortization - 1.28%

2022-2023 DONORS

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Gary Lazenby

Mary Maiolo's Mother

Beverly McDonald

Nicole Ranalletta

Mary Rose Strano

Jonathan and Mary Anne Trost

FOUNDATIONS/BUSINESSES

AmazonSmile Foundation

MEG's Gift

Rochester Area Community Foundation

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, 2023 will be recognized in our 2023-2024 report. Thank you.

FY 2024 FINANCIAL REPORT

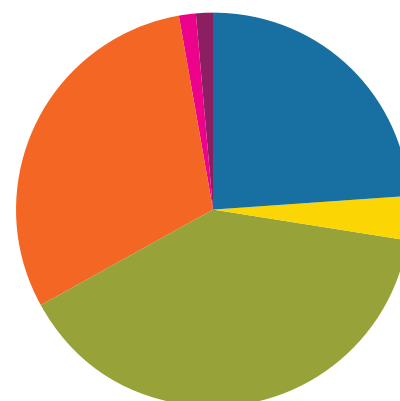
SUMMARY FINANCIAL INFORMATION

FY2024 is July 1, 2023 through June 30, 2024

Balance Sheet	2023	2024
Cash & equivalents	\$ 536,045	\$ 659,982
Funding & grants receivable	\$ 1,060,512	\$ 1,487,864
Other current assets	\$ 241,225	\$ 148,037
Property & equipment	\$ 237,646	\$ 864,706
Investments	\$ 3,705,627	\$ 3,306,348
Total Assets	\$5,781,055	\$6,466,937
Current liabilities	\$ 1,447,691	\$ 2,076,230
Long term liabilities	\$ -	\$ 620,144
Total Liabilities	\$1,447,691	\$2,696,374
Net assets	\$4,333,364	\$3,770,563
Total Liabilities & Net Assets	\$5,781,055	\$6,466,937

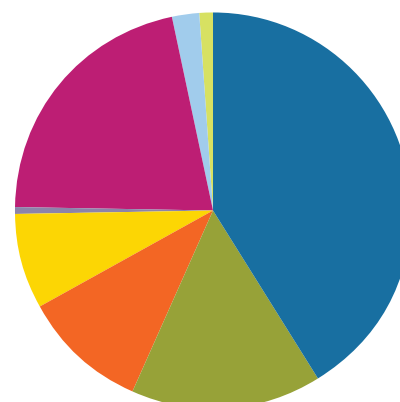
Statement of Activities	2023	2024
REVENUES & GAINS		
Government	\$2,375,678	\$ 1,992,812
Sales/fee for service/other	\$2,140,868	\$ 2,499,732
Foundations/United Way	\$2,839,576	\$ 3,278,982
Charitable giving	\$ 74,136	\$ 111,667
In-Kind Contributions	\$ -	\$ 107,482
Investment & interest gains	\$ 525,481	\$ 304,019
Total Revenues	\$7,955,739	\$8,294,694
EXPENSES & LOSSES		
Programs & services (incl pass thru)	\$3,615,885	\$3,664,226
Whole Child Connection	\$1,504,657	\$ 1,356,344
Data and Science (incl COMET)	\$ 318,932	\$ 917,809
Finance/administration/support	\$ 486,572	\$ 702,948
Racial and Social Justice	\$ 106,016	\$ 40,108
ROC the Future Alliance	\$ 1,420,040	\$ 1,904,237
Fundraising	\$ 107,708	\$ 177,057
Depreciation & amortization	\$ 97,861	\$ 94,766
Total Expenses	\$ 7,657,671	\$8,857,495
Change in Net Assets	\$ 298,068	\$ (562,801)

FY 2024



REVENUES

- Government - 24.02%
- Investment & Interest Gain - 3.66%
- Foundations/United Way - 39.53%
- Sales/fee for service/other - 30.14%
- Charitable giving - 1.35%
- In-Kind Contributions - 1.30%



EXPENSES

- Programs & services - 41.37%
- Whole Child Connection - 15.31%
- Data and Science - 10.36%
- Finance/administration/support - 7.94%
- Racial & social justice - 0.54%
- ROC the Future Alliance - 21.50%
- Fundraising - 2.00%
- Depreciation & amortization - 1.07%

Notes

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Lois Benedict

SPECIAL GIFTS IN MEMORY OF:

Emory Cowen
Beverly McDonald
James Morey
Nicole Ranalletta
Jonathan Trost
Ruth Zax

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EHealth Technologies (in-kind donation)
MEG's Gift
Rochester Area Community Foundation
Wegmans Food Markets



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