



Dear friends,

To stay safe and care for ourselves and one another has been our collective call to action throughout this unprecedented period. Through these unusual times, we at Children's Institute focused on meeting these new demands, building a stronger foundation for future generations, and responding with energy, optimism, and an open heart. We could not have engaged in this difficult and necessary work without our community of supporters, partners, and most of all, families – the true heroes of our time.

Before the pandemic, we saw about 1 in 5 young children demonstrate challenging behaviors that inhibit learning. Because these behaviors are often tied to disruptions or barriers in their social emotional development, more children were affected as the year unfolded.

Children's Institute responded to these needs with innovative virtual learning offerings in schools, childcare centers, and afterschool programs. Daily, we are helping teachers, paraprofessionals, health and human service providers, and families support children of all ages in facing challenges, as well as embracing new opportunities. Our team's further research on short and long-term impacts of this year's events will light the way as learning loss and other disproportionate consequences carry forward in children.

Due to COVID-19, the events of the past year profoundly affected families, as tremendous disruptions in care settings, schools, and enrichment opportunities continued. Our urgent work addressed some of the many hardships that children faced, for example:

- lack of digital access to support online learning,
- systemic racism that impacts public health,
- language barriers,
- lack of supports for special needs,
- anxiety along with food and parent job insecurity,
- lack of opportunity for youth self-advocacy, and
- loss of instructional time.

Adults who care for young people experienced greater isolation and demands, leading to stress, burn out, and health issues, and the critical need for adult self-care and supportive routines. We are consistently amazed at the resilience of children and families, which reinforces our work's focus as we swiftly develop and share effective resources that protect and enhance children's wellbeing with the adults who care for them.

We have such gratitude for all those who support the mission of Children's Institute. Now, more than ever, we are called to model the world we seek to live in – putting the health, safety, and wellbeing of children and families at the forefront.

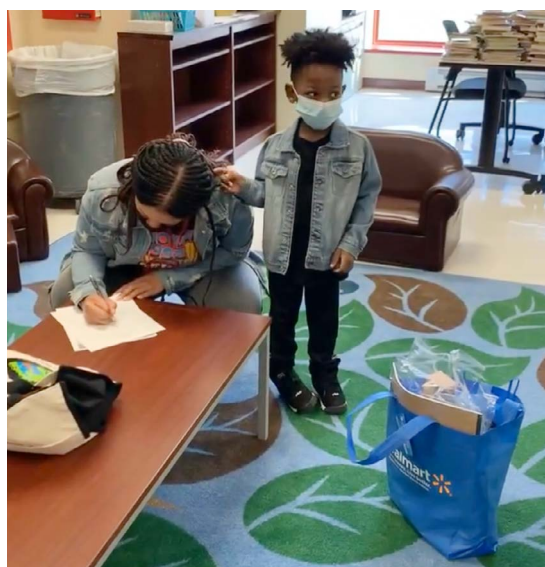
James Lewis, III, Psy.D.  
*Board Chair*

Ann Marie White, Ed.D.  
*Executive Director*



**Children's Institute was selected as the anchor organization for ROC the Future**, with a goal to partner on systems-level change efforts. Children's Institute values ROC the Future's unique efforts and capacities to drive collective impact solutions with parents, practitioners, and other child-serving organizations, and are poised to expand support in practical ways as an anchor organization of ROC the Future. We will continue to work together as a body of conveners to obtain greater equity in educational outcomes for every young person. ROC the Future brings demonstrated expertise and value in community engagement, with parents and community members as co-developers of solutions and decision-makers. Embedded in our core values and strategic direction, this is a necessary element of systems change work. [Welcome ROC the Future!](#)

**We joined the United Way's Child Care Ecosystem Task Force to support the childcare ecosystem** as it confronts the current crises in our region, through promotion of policy and workforce supports. Our participation spurred the development of a shared advocacy agenda at the state level, a process for cost savings on Personal Protective Equipment (PPE) and an ecosystem mapping project, engaging business leaders in this support. In January 2021, PPE was distributed to 20 childcare businesses. Each provider left with a full vehicle and renewed energy to keep fighting COVID.



**Pandemic recovery efforts: COVID vaccine work and Caring Connections - closing the 'digital divide.'**

Executive Director, Ann Marie White, was invited to be on the regional vaccine task force led by Common Ground Health, swiftly sharing information and encouraging community and staff to access vaccines, working to have immediate access as opportunities arose. And in spring, Children's Institute, through the 'Caring Connections' program, worked to close the digital divide among families with Pre-K children, together with the Rochester City School District and other community-based organizations that provide Pre-K and childcare services. 'Caring Connectors' at these organizations promoted distribution, usage, and relationship building, with connection to digital and other resources for families. Children's Institute presented learnings at a December ROC the Future Digital Divide online briefing.

[Watch families at the Rochester Early Childhood Education Center \(RECEC\) Northeast receive tablets](#)

[Watch RCSD's Eva Thomas and RECEC Director Lisa Traficante-Loncao connect with families](#)

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## Our Mission & Vision



**Our new Strategic Framework includes Children's Institute's updated Mission, Vision, Core Values, and a three-year strategic direction.** This framework responds to many partners' input – who generously shared their views on what we should focus on to grow and thrive. We emphasize (1) working with the community rather than for the community – and being family-centered and (2) to be a diverse and inclusive organization – with lived experiences and staff reflective of all the people and issues we serve. Goals include providing innovative programs and services that enable healthy childhoods, collaborating with our communities to create greater social equity by addressing institutionalized barriers to equity for all people, and providing cutting-edge research and evaluation expertise that document what works to create healthy childhood development systems. The team is defining key next steps for implementing this plan. We continue to sustain and develop existing offerings and foster new opportunities to advance our mission. [CI overview video - strategic direction](#)



**Racial & Social Justice Leadership.** In October 2020, we successfully completed the faculty search for a Director of Racial and Social Justice, Family Engagement and Equity - and Earl Greene, MA, CAMS-1/Fellow, ACT Certified Trainer, has taken the position! The role focuses on advancing the application of theory and research in such practice. Earl joined the leadership team and is now directing initiatives and projects that keep racial and social justice and family engagement at the forefront of the Children's Institute's organization and work, with a focus on cultural humility, including caucus work. In addition, Children's Institute joined the Interrupt Racism effort of the Urban League and also was invited to

participate in the United Way's sponsorship of a racism and trauma-responsive organization development process of CCSI to start in July 2021. Ann Marie White and Earl are also members of the U of R's Committee on Racial Justice and Equity.

[Earl Greene promoted to leadership role](#)

[Racial Justice Lunch and Learn Meetings](#)

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**New internships with U of R Warner School and the Department of Psychology strengthened an early childhood cluster of scholars.** Several students interned at Children's Institute, including a student from Mali and from southern California. A Warner School Master's student is also working at Children's Institute with policy interests. Two student projects were supported by RECAP and GROW data in the Spring semester, as part of Karl Rosengren's Research Methods course.


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**Continued outreach to NYS and Federal Government representatives in support of Children's Institute.** Our FY 2022 NYS Budget advocacy efforts continued, directed to budget staff of the governor and NYS Senators and Assembly members. Meetings were held with several assembly members with support from the University of Rochester Government Affairs team. This group included Primary Project in their legislative agenda. Our outreach to the federal appropriation process focused on comprehensive children's needs. We continued to receive support from Elk Street Group in these outreach efforts.

**The Get Ready to GROW bus is on the move!** Children’s Institute participated in community events, such as the Rochester City School District’s Holiday Extravaganza Drive-Thru Preschool Community Fair at the Dr. Freddie Thomas Learning Center. We are also excited that Get Ready to GROW used the bus to screen children at Rochester Regional Health with partners Kimberly Morris and Kaif Ali from Genesee Pediatrics and the Center for Refugee Health – such welcoming hosts! David Peele and Geri Cone from Children’s Institute and the interdisciplinary Nazareth team: Lisa Hiley, Michelle Donahue, Abby Duffy, and Elise Hoffman provided key skills and experience. The Get Ready to GROW team is testing and finalizing new capacities developed from FLPPS funding, including rollout of the new Parent Portal, leveraging parent feedback.



**RELATIONSHIPS + CONNECTION = LEARNING**  
 A VIRTUAL CONVENING | 2020  
 FEATURING  
**Dena Simmons, Ed.D.**  
 October 22 | 5-7PM | Virtual Registration Required | Event will not be recorded  
 \*ASL Interpretation Provided | CTLE Credits Available



**Highlighting youth leaders with America’s Promise Alliance.** In October 2020, Dena Simmons, Ed.D., of the Yale Center for Emotional Intelligence, spoke at our virtual convening “Relationships + Connection = Learning.” The event focused on how prioritizing relationships and caring for yourself ultimately leads to better outcomes for both adults and youth, and featured a panel of youth leaders from the Rochester area.

**“Youth Voices Aren’t Too Little: We Are Today’s Tomorrow”** hosted by Whole Child Connection of Children’s Institute and America’s Promise Alliance, Community States of Young People was held on May 20, 2021. Youth leaders from across Monroe County focused on the importance of elevating youth voice and the need for adults to create spaces where youth perspectives are honored, activated, and valued. Visit the [Youth Voices Aren’t Too Little: We Are Today’s Tomorrow](#) page to watch the May 20, 2021 event, read a blog featuring Rochester youth responses, and listen to an interview with a Rochester youth leader along with other youth voices.

**Youth Voices Aren't Too Little: We Are Today's Tomorrow**

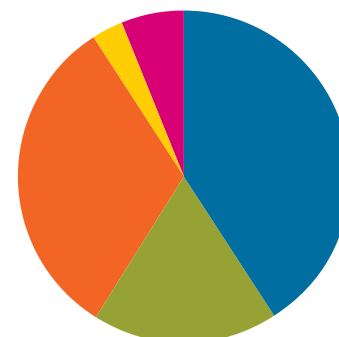


AMERICA'S PROMISE ALLIANCE | Whole Child CONNECTION | COMMUNITY STATES OF YOUNG PEOPLE

## SUMMARY FINANCIAL INFORMATION

For years ending June 30, 2020 and 2021

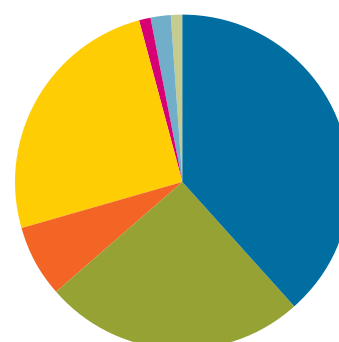
Balance Sheet	2020	2021
Cash & equivalents	\$1,236,878	\$1,873,975
Funding & grants receivable	\$ 499,343	\$ 770,163
Other current assets	\$ 103,519	\$ 267,020
Property & equipment	\$ 27,912	\$ 390,901
Long term receivables	\$ 288,906	\$ -
Investments	\$2,937,422	\$3,835,209
<b>Total Assets</b>	<b>\$5,093,980</b>	<b>\$7,137,268</b>
Current liabilities	\$1,338,211	\$2,408,637
Long term liabilities	\$ 223,790	\$ 187,234
<b>Total Liabilities</b>	<b>\$1,562,001</b>	<b>\$2,595,871</b>
Net assets	\$3,531,979	\$4,541,397
<b>Total Liabilities &amp; Net Assets</b>	<b>\$5,093,980</b>	<b>\$7,137,268</b>



## REVENUES &amp; GAINS

- Government - 41%
- Sales/fee for service/other - 18%
- Foundations/United Way - 32%
- Charitable giving - 3%
- Investment & interest gains - 6%

Statement of Activities	2020	2021
<b>REVENUES &amp; GAINS</b>		
Government	\$1,718,574	\$3,078,895
Sales/fee for service/other	\$1,395,136	\$ 666,462
Foundations/United Way	\$2,148,533	\$1,608,480
Charitable giving	\$ 135,743	\$ 199,227
Contributed services	\$ 1,389	\$ -
Investment & interest gains	\$ 337	\$ 760,196
<b>Total Revenues</b>	<b>\$5,399,712</b>	<b>\$6,313,260</b>
<b>EXPENSES &amp; LOSSES</b>		
Programs & services (incl pass thru)	\$2,126,496	\$1,789,932
Whole Child Connection	\$ 991,185	\$1,563,766
Center for Continuous Improvement	\$ 23,608	\$ 13,845
Research & development (incl COMET)	\$ 369,427	\$ 396,616
Finance/administration/support (incl PPP)	\$1,364,559	\$1,250,549
ROC the Future	\$ -	\$ 153,101
Fundraising	\$ 116,564	\$ 82,922
Depreciation & amortization	\$ 8,293	\$ 53,111
<b>Total Expenses</b>	<b>\$5,000,132</b>	<b>\$5,303,842</b>
<b>Change in Net Assets</b>	<b>\$ 399,580</b>	<b>\$1,009,418</b>



## EXPENSES &amp; LOSSES

- Programs & services - 38%
- Whole Child Connection - 25%
- Research & development - 7%
- Finance/administration/support - 25%
- ROC the Future - 1%
- Fundraising - 2%
- Depreciation & amortization - 1%

## 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](http://www.childrensinstitute.net/donate/annual-reports).
- Pie charts reflect combination of 2020 and 2021 fiscal years.

**CHAMPIONS • \$5,000 AND UP**

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**BELIEVERS • \$1,000 AND UP**

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Daniel and Mary Draper

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Amy Warner

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Dr. Edward Yansen

Jonathan D. Foster

**MEMORIAL GIFTS**

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Ann L. Armstrong

Kim Avery

Andrea Bertucci

Arlene Bobin

Dawn Breitung

Mary Ann Demario

Elizabeth Devaney

Amanda Devillier

(continued on page 7)

2020-2021

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America's Promise Alliance  
AT&T Foundation  
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NYS Council on Children & Families  
Daniel and Nancy Robins Family Fund  
Rochester Area Community Foundation  
Rochesters Child  
United Health Foundation  
United Way of Greater Rochester  
Wegmans Food Markets  
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.

*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, 2021 will be recognized in our 2021-2022 report. Thank you.*