

children's
institute

Strengthening Social and Emotional Health

STRENGTHENING SOCIAL AND
EMOTIONAL HEALTH

IMAGINING THE FUTURE...
AND REMEMBERING THE PAST

2018-2019 Annual Report



By the numbers

For year ending June 30, 2019



75% of PRIMARY PROJECT survey respondents said it was extremely likely they would recommend Primary Project consultation services to a friend or colleague.



145 parents in **18** parent-led groups participated in RAPP (Rochester Area Parent Program) which promotes parent competencies and prevents children's behavior problems.

3,908 students were assessed in **209** RECAP classrooms.

5 MANUSCRIPTS were published nationally and internationally – four peer-reviewed articles and one edited volume.

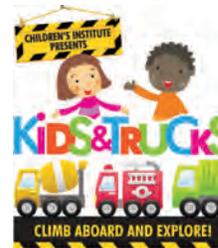
12,060 contacts learned more about the social and emotional health issues facing children today from Children's Institute's communications.



1,674 child-serving professionals learned about social and emotional learning at WHOLE CHILD CONNECTION trainings.

1,000 classroom observations took place throughout New York State by QUALITY STARS with Children's Institute staff.

60 teachers and administrators from Australia participated in Children's Institute's STAGE OF CHANGE APPROACH trainings.



41 different vehicles were at the 2019 KIDS & TRUCKS event.



OUR MISSION: Children's Institute equips and supports those who work with children to ensure the success of every child.

OUR VISION: By 2020, we will positively impact the social and emotional health of one million children.

The 5th year of our path to reach one million children added more than 100,000 children overall. Children's Institute's in-depth impact decreased slightly reflecting the end of several evaluations offset by substantial SEL expansion and Program and Services training events.

We will review our mission and vision statements as we engage in upcoming strategic planning processes.

Leading Children's Institute into its Future

Ann Marie White, Ed.D.



Children's Institute is pleased to welcome Ann Marie White, Ed.D., as Executive Director at Children's Institute. Ann Marie also holds University of Rochester faculty appointments: Associate Professor, Department of Psychiatry, (SMD); Associate Professor, Center for Community Health and Prevention - Secondary; Associate Professor, Department of Public Health Sciences (SMD) - Secondary. She succeeds Dirk Hightower, Ph.D., who has held this post for 27 years and is transitioning to a role as Senior Associate within Children's Institute.

Ann Marie received her Doctorate in Human Development and Psychology from Harvard University and an MA in Developmental Psychology from Columbia University. Her expertise in community engagement, promoting mental health and injury prevention from a public health perspective with a focus on children, youth, emerging adults, and families, will greatly benefit Children's Institute as we evaluate new strategic initiatives. Ann Marie's experience bridges both research as well as education and community-based health systems serving children, families, and adults.

"It is with great excitement and anticipation that I have accepted the invitation to join Children's Institute as its Executive Director. I have a deep appreciation for Children's Institute's many caring commitments to serve children, and those who serve children. As a member of our community, I have witnessed its growth and impact over many years under the stewardship of Dirk Hightower and the Board of Directors. I thank the staff at Children's Institute in advance for the strengths they each bring forth as we commence upon this exciting time of commitment and partnership to its mission to serve our community's children and children across the nation." —ANN MARIE WHITE, Ed.D., JUNE 2019 PRESS RELEASE

Ann Marie greatly looks forward to meeting with supporters and community partners over the coming months. She welcomes your sharing of insights, experience, and ongoing support as she fosters Children's Institute's future and commences a fresh strategic planning cycle in 2019.

This has been a big year for change at Children's Institute as Dirk Hightower, Ph.D., transitions from Executive Director to his current research role and the subsequent welcome of Ann Marie White, Ed.D., as the incoming CEO. The next chapter of Children's Institute is being written, while the core values of who we are and what we strive to accomplish remain strong. We admit to some pride as we look back over the past year and we celebrate the accomplishments featured in this report, as well as other deliverable milestones achieved.

We now eye the future as we initiate our next five-year strategic plan. Children's Institute has seen growth in many areas and we are in the midst of developing the Children's Institute Impact Initiative to create new opportunities for faculty, institutional growth, and increased sustainability. I extend kudos to the entire staff and board for their commitment to investing in the future of children as the singular best investment we can all make. Thank you.

—JAMES LEWIS, III, PSY.D.
BOARD OF DIRECTORS, CHAIR



Maya is a cheerful, talkative three-year-old who loves going to preschool. She already knows her colors and shapes and loves playing with all her new friends. Her teacher just told her she's going to meet some visitors who will be checking her eyes, ears, teeth, and how big she is. She's a little nervous about meeting new adults but her classroom aide is with her and explains that the GROW-Rochester screeners are friends who want to work with her. Maya smiles and the screener asks if she wants to see how tall she is followed by a request to see her beautiful smile allowing the screener to take a quick peek in her mouth to see if there are any dental issues. The screener asks Maya if she can look at some pictures with her. Maya answers simple questions, labels, and points to familiar objects. The screener listens carefully, assessing her communication skills including how clearly and easily she understands and speaks.*

Next, to check hearing, Maya puts on some headphones to play a game about feeding bananas to a monkey when she hears a sound. Finally, the screener explains that she will be checking her eyes with a camera. The screener dims the lights and asks Maya to look at the lights twinkling and chirping on the SPOT screener. Within seconds the SPOT screener indicates that Maya's vision is within scope. Maya's screener tells her she is all done and that she did a great job! Maya goes back to her classroom and joins the other children who are waiting next to be screened. She is ready to continue learning new things every day and can't wait until she gets to go to kindergarten!

**Name has been changed.*



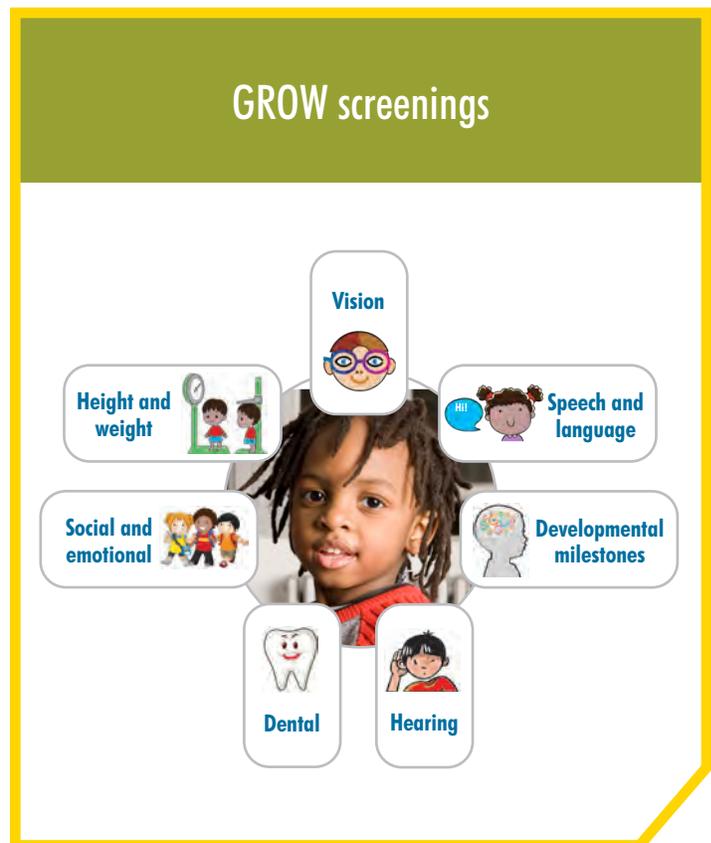
GROW-Rochester

Early childhood developmental readiness

Children's Institute launched the GROW-Rochester program with the goal of screening all three-year-old children in the city of Rochester to address potential health and developmental concerns prior to starting kindergarten. This initiative is part of ROC the Future's collaboration with 50 community agencies to support children from cradle to career. Screenings are free and are done by trained professionals at child care centers, schools, and easily accessed locations throughout the city. When concerns are identified, parents are provided the information they need to follow-up on services. As GROW enters its 4th year, with the assistance of a large grant from FLPPS (Finger Lakes Performing Provider System), we have abundant screening data and are building increased capacity with equipment and staff to reach more children across the region.

Each three-year-old child is screened for:

- Vision – An electronic photo of the child's eyes will show if there are any vision concerns.
- Speech and language – A brief look at the child's communication skills including their understanding and use of language and clarity of speech.
- Developmental milestones - Parents review the Ages and Stages questions and mark the answer that best describes the child. Results will show areas a child may be struggling with in physical or processing skills.
- Hearing – A check of the different levels of hearing to determine normal to concern range.
- Dental – A quick check for any signs of decay on the front teeth.
- Social and emotional – Parents review the Ages and Stages questions and mark the answer that best describes the child. Results will show if the child is struggling with friendships, relating to others, or self-control.
- Height and weight are measured.



Our goal is to support children's growth and development in all areas of their life and help them develop healthy relationships to succeed in school and life. In addition to identifying children's skills and strengths, screening is a way to check for possible health and learning concerns. Finding a concern in any of these areas can impact how a child does in school. If their mouth hurts from tooth decay, they may not be able to focus on playing with others, or speech delays may make it difficult for a child to join in with their friends.

GROW works with family doctors to support each child's development. The early childhood years from birth to kindergarten are a critical time of rapid growth and learning for young children. Since each child is unique, it may be difficult for parents and caregivers to know if children are reaching developmental milestones. At three-years-old children have completed the required immunizations and many do not visit the doctor again until they need a physical to register for school. Many developmental concerns can go unnoticed during this time. GROW screenings are completed in addition to the annual exam done by the child's doctor as some of these screenings do not normally occur during office visits.

Percentage of children referred for help

- 1 in 5 Vision
- 1 in 4 Developmental
- 1 in 9 Dental
- 1 in 16 Social/emotional development



Kristin is a GROW screener who loves interacting with children. She greets each child with a huge smile and they immediately respond to her. She puts them at ease explaining each step of the screening in a child-friendly way. She encourages them throughout the process and makes the screening comfortable and fun.

Last year, over 1,400 children were screened out of an estimated population of 3,300 three-year-old children residing in the city of Rochester. A variety of methods expanded GROW to reach more children and families. GROW screening is well established in Rochester City School District preschool programs, Head Start, and child care centers. Ongoing efforts are taking place to connect with children in family and independent child care, stay-at-home families, as well as refugee and homeless children.

With the support from FLPPS (Finger Lakes Performing Provider System) providing funding of \$1.4 million for one year, GROW will now be able to: Offer parents up to date, timely information about their child’s screening results and helpful resources through a parent portal app on their phones and computers; improve the functionality and availability of data to support services and participant insurance needs; reach out to more families through a targeted marketing campaign and bring screenings directly to difficult-to-reach populations through a customized vehicle. Children’s Institute has been working with partners on the optimal bus design and are in the final planning stages. Our bus will expand the scope of the program to substantially more children in a 13 county region.



Expansion to a 13 county region

Leah is an active three-year-old who loves preschool. Her mom reported that she sometimes did not pay attention when she was told to do something. Mom thought it was a behavior issue and that she needed to be disciplined. After being screened by GROW at her preschool, it was discovered that Leah had a potential hearing issue that needed further testing by a specialist. The doctor found the issue and Leah had tubes put in both ears. Her mom told the preschool that she had no idea that her daughter had trouble hearing and was grateful that it was diagnosed and treated quickly.*

**Name has been changed.*

ROC the Future helped secure over \$750,000 in funds for GROW. Initial funding was provided by the City of Rochester, Greater Rochester Health Foundation, Rochester’s Child, and United Way of Greater Rochester. Some insurance companies began reimbursing for these screening services as part of their coverage for children. This will make a significant impact on the health and well-being of young children in our community. This year, Children’s Institute established a novel community fund at the Rochester Area Community Foundation called the Impact Initiative. This fund will support Children’s Institute capacity to expand programs such as GROW and others. The long-term objective of this initiative is to increase Children’s Institute efforts that infuse evidence-based practices into child-focused community initiatives. You can learn more on this important initiative in this report or by visiting www.childrensinstitute.net.

Partners and funders

- | | |
|---|--|
| Accountable Health Partners | MVP Health Care |
| Action for a Better Community Head Start | Nazareth College |
| Association for the Blind and Visually Impaired | ROC the Future |
| Children’s Institute | Rochester Area Community Foundation |
| City of Rochester | Rochester City School District |
| Early Childhood Development Initiative | Rochester Hearing and Speech Center |
| Early Childhood Education Quality Council | Rochester Regional Health |
| Eastman Institute for Oral Health | St. John Fisher College |
| Excellus | The Children’s Agenda |
| Family Resource Centers at Hillside | United Way of Greater Rochester |
| Greater Rochester Health Foundation | University of Rochester Medical Center |

Recognizing the Career of Dirk Hightower, Ph.D. at Children's Institute

In June 2019, we celebrated the illustrious career of Dirk Hightower, Ph.D., as Executive Director at Children's Institute. He stepped down from the Executive Director role and is currently a Senior Associate at Children's Institute.



Special guest presenters included Mayor Lovely Warren; Corinda Crossdale representing Cheryl Dinolfo, County Executive; Jennifer Leonard, President, Rochester Area Community Foundation; Jeff Kaczorowski, MD, Professor of Pediatrics, Golisano Children's Hospital; Wade Norwood, CEO, Common Ground Health; Lauri Strano, Director of Programs and Services, Children's Institute; and James Lewis, III, Psy.D., Children's Institute Board Chair.





Given the long tenure of Dirk Hightower at Children's Institute, we'd like to share some of his fond memories about the people surrounding him and how they have impacted his career over the past 30 years.

Pictured on left, the original location of Children's Institute at 575 Mt. Hope Avenue, Rochester, NY.

Working with Debbie Johnson, Children's Institute's former National Services Director, in California and Mary Sarno in Washington State to set up statewide Primary Project programs. At its peak, California had over 150 school districts implementing Primary Project and 20 districts in Washington State.

We crafted a five page proposal to United Way for the first Success by Six grant (Rochester Early Enhancement Project) of \$1,000,000 a year for five years. The proposal was five pages – single spaced, 1/2 inch margins, size eight font – and was accepted!

We accepted a challenge from Bonnie Hindman at the Rochester Area Community Foundation who asked, "We are spending millions of dollars on early childhood and we will be spending millions more. How will we ever know if we are making a difference?" For the next three years, Don Pryor from Center for Government Research, Milt VanDusen from Action for a Better Community, Andy MacGowan from Rochester City School District, Guillermo Montes, and myself developed the framework, wrote the initial grants, and collected the first set of data for RECAP (Rochester Early Childhood Assessment Partnership), which is still flourishing after 25 years.

I was introduced to "lobbying" by Ruth Zax and worked with Assemblymen Roger Robach, David Gantt, and Joe Morelle and Senators Paul Kehoe, Kenneth Lavalle, Ron Stafford, and Joe Robach in moving state funding from \$318,500 to over \$1,000,000 in the 1990's, only to be reduced due to state budget issues to \$894,000, where we remain today.

Emory Cowen stating, "I am tired of administrative work. Do you want to be the director of Children's Institute?" I said yes.

Starting COMET Informatics LLC, a web-based information system and company, with Serge Lossa and turning a profit in 2017 and 2018, thanks to the work of Lenny Gingello, Diane Trentini, and many others from SophiTEC along with Children's Institute staff and COMET board members including Fred Lossa, Dan Draper, Denny DeLeo, and Tom Rogers.

With staff and board support and tons of effort rebuilding Children's Institute to where it is today – \$4 million budget and a future bright with opportunities including: Expanding Primary Project; building the Whole Child Connection; developing the Center for Continuous Improvement; developing algorithms to help predict and then provide needed services for children ages 0 to 8; expanding GROW-Rochester's comprehensive screening capacity to reach a 13 county region; working with URM Department of Pediatrics to facilitate the growth of the Rochester Area Parent Program (RAPP); and working on collective impact efforts that serve the best interests of children such as ROC the Future, All Kids Thrive, and the Systems Integration Team.

While Dirk enjoyed looking back on his long and illustrious career, we also want to share what's ahead for Dirk. As a Senior Associate, Dirk will be working with others on various screening and assessment tools and publishing that research. He also plans to continue working on ongoing Children's Institute projects such as GROW, RECAP, and RAPP as well as external projects with ROC the Future, All Kids Thrive, and the Systems Integration Team.

Children's Institute Impact Initiative

Imagining our future



"Never underestimate the valuable and important difference you make in every life you touch. For the impact you make today has a powerful rippling effect on every tomorrow."

—ANONYMOUS

Children's Institute is pleased to establish an Impact Initiative to strengthen and expand our efforts to improve the social and emotional health of children in our community and beyond. We are working with the Rochester Area Community Foundation to manage the funds raised and encourage broad community support to further the goals of the Impact Initiative. The long-term goal of this initiative is to expand Children's Institute's work to infuse evidence-based practices into child-focused initiatives, for instance, by closing research-to-practice gaps in focus communities. We will also focus on strategic growth to staff, foster greater awareness, and share insights relevant to public policy.

Impact Initiative funds raised will increase Children's Institute's capacity to advance strategies and interventions that have the highest probability of improving child outcomes. This will permit strategic growth of staff to support those that care for children's development (parents, providers, and policy makers) and to help ensure our future in expanding successful programs where needed. We seek a dedicated endowment of \$1 million and greater to foster Children's Institute efforts to advance systemic change across the many systems that serve children.

The Impact Initiative can support our mission to support the success of every child through the expansion of programs such as GROW-Rochester that is now focused on providing comprehensive developmental screening and

follow-up coordination for three-year-old children currently within the city of Rochester. We are already seeing the benefits of screening with approximately 45% of children needing possible further intervention following their initial screening. With additional support, we can expand geographical reach and the age range of children screened. Additional Children's Institute priorities will be fostered through gifts to this important initiative.

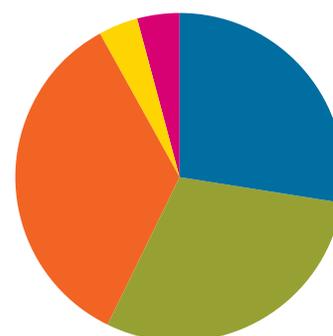
The Children's Institute board of directors and staff are committed to seeing this initiative continue to grow so that we can reach even more children and help their chances for success in school and in life. We look forward to sharing more information about our Impact Initiative and its progress in the coming years.

Financial Report

For years ending June 30, 2018 and 2019

SUMMARY FINANCIAL INFORMATION

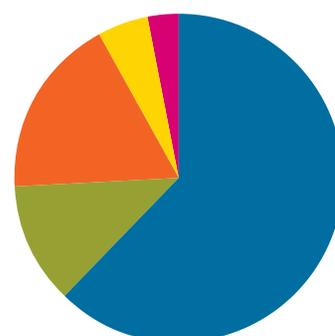
Balance Sheet	2018	2019
Cash & equivalents	\$ 608,988	\$ 433,767
Funding & grants receivable	\$ 565,912	\$ 530,765
Other current assets	\$ 47,984	\$ 64,596
Property & equipment	\$ 19,342	\$ 18,834
Long term receivables	\$ 237,662	\$ 216,756
Investments	\$2,964,012	\$2,982,485
Total Assets	\$4,443,900	\$4,247,203
Current liabilities	\$1,453,837	\$1,114,805
Long term liabilities	\$ -	\$ -
Total Liabilities	\$1,453,837	\$1,114,805
Net assets	\$2,990,063	\$3,132,398
Total Liabilities & Net Assets	\$4,443,900	\$4,247,203



REVENUES & GAINS

- Government - 28%
- Sales/fee for service/other - 30%
- Foundations/United Way - 35%
- Charitable giving - 4%
- Investment & interest gains - 4%

Statement of Activities	2018	2019
REVENUES & GAINS		
Government	\$1,244,065	\$1,255,937
Sales/fee for service/other	\$1,233,457	\$1,387,422
Foundations/United Way	\$1,363,174	\$1,688,240
Charitable giving	\$ 161,104	\$ 161,097
Contributed services	\$ 600	\$ 500
Investment & interest gains	\$ 201,652	\$ 112,899
Total Revenues	\$4,204,052	\$4,606,095
EXPENSES & LOSSES		
Programs & services (incl pass thru)	\$2,317,112	\$3,044,377
Research & development (incl COMET)	\$ 676,903	\$ 358,451
Finance & administration	\$ 749,462	\$ 749,497
Business services & communications	\$ 197,024	\$ 198,611
Fundraising	\$ 129,258	\$ 106,336
Depreciation & amortization	\$ 6,333	\$ 6,489
Total Expenses	\$4,076,092	\$4,463,761
Change in Net Assets	\$ 127,960	\$ 142,334



EXPENSES & LOSSES

- Programs & services - 63%
- Research & development - 12%
- Finance & administration - 18%
- Business services & communications - 5%
- Fundraising - 3%

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.
- 2019 results shown are unaudited. Audited results will be reviewed in October, 2019.
- Pie charts reflect combination of 2018 and 2019 fiscal years.

Donors

For year ending June 30, 2019

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

Children's Success Fund at the
Rochester Area Community
Foundation

Daniel and Mary Draper ◆

The Hallowell Fund at the Rochester
Area Community Foundation

Charlotte and Leo Landhuis ★

Richard & Vicki Schwartz ★

Martin L. Suter and Suzanne S. Suter
Family Fund at the Rochester Area
Community Foundation

BELIEVERS • \$1,000 AND UP

Susan Acker

Joseph and Nancy Briggs ★

Donna and Jack DePeters ★

Richard Finkelstein and Meredith Fox ★

Carol Rice Gravetter ★

Cindy and Vince Harper ◆

Eleonore and John Herman ★

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Michael O'Connor

Ann Pinnella ★

Barbara Purvis ★

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Constance Valk ★

SUPPORTERS • \$500 AND UP

Anonymous

Marjorie Allan

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Hollis Budd

Jill M. Cicero ★

Dennis DeLeo ◆

Dick and Malinda Fischer ★

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 Edy Zordan

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 Marie Hanson
 Lois Knobel
 Hope Messmer
 Nicole Ranalletta
 Gary Stern
 Mary Anne Trost

Special gifts in honor of:

Dan Draper
 Terry Hartmann
 Dirk Hightower
 James Morey
 Larry Perkins
 Lin Saunders

FOUNDATIONS/BUSINESSES

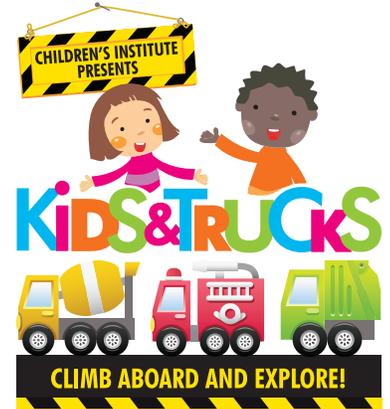
AmazonSmile
 Brighter Days Foundation
 City of Rochester
 Daisy Marquis Jones
 ESL Charitable Foundation
 Facebook
 Farash Foundation
 Finger Lakes Performing Provider System (FLPPS)
 Greater Rochester Health Foundation
 Ingomar Middle School Faculty Fund
 Junior Achievement
 Kans for Kids at Xerox
 Konar Foundation
 Marie and Joseph Wilson Foundation
 Rochester Area Community Foundation
 United Way of Greater Rochester

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 accuracy.
 If your 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, 2019
 will be recognized in our 2019-2020 online report.
 Thank you.*

Events

We appreciate the generosity of supporters of the Kids & Trucks 2018 event



Media Sponsor: 13WHAM ABC | FOX ROCHESTER | THE CW ROCHESTER Print Sponsor: PANTHER GRAPHICS Giveaway Donated By: KB GRAPHICS

For a list of trucks that participated and event pictures visit www.childrensinstitute.net

Effective school safety, crisis prevention, and intervention

The Children's Institute Spotlight Series, *Effective school safety, crisis prevention, and intervention* was held in November 2018 for administrators, educators, and school-based mental health professionals. Todd A. Savage, Ph.D., NCSP, a professor of school psychology in the Department of Counseling and School Psychology, College of Education and Professional Studies, University of Wisconsin- River Falls, and a Children's Institute board member, was the featured speaker.

The seminar explored balancing physical safety and psychological security as it relates to school safety as well as a multi-tiered system of support approach to provide interventions following a crisis exposure. Schools are some of the safest places in the United States. Yet, schools do need to prevent crises from happening in the first place; prepare for those crises that cannot be prevented; and be ready to respond swiftly, appropriately, and effectively when crises do occur. Check our website for information on upcoming seminars.



Our team

As of November, 2019

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