



the
CHILDREN'S
Center

*Making Wishes Come True . . .
One Child at A Time*



2009-2010 COMMUNITY REPORT

DEAR FRIENDS,

Every child who comes through the doors of The Children's Center has a wish. They may wish for families to love and to receive love in return, for better grades, to feel safe or the ability to keep their bodies to themselves.

When asked about our wish for the children and families we serve; there is no easy answer. We wish for the comfort of knowing The Children's Center can wrap its arms around every child who may be hurting, that all children can have a happy, joyful childhood, living without the burdens of the world being placed on their shoulders.

As we reflect on the past year, we are proud of our accomplishments. The Children's Center (TCC) is leading the way as the agency of choice for more than 7,000 children and families in metropolitan Detroit. We are proud to have nine Board Certified Child Psychologists and Psychiatrists, along with a team of therapists and clinicians, dedicated to "Developing Strong Children and Successful Families".

Yet, we recognize there is still much work to do. We are committed to the implementation of Evidence-Based Practices (EBP), Promising Practices and Emerging Practice Models that have been researched and proven to offer measurable results and better outcomes for children and families.

Looking forward, we are excited to expand intensive treatment programs and services on our midtown Detroit campus. We recognize now, more than ever, that children in our community need a safe haven. In the past two years, the number of families seeking our help has increased 67%. In response, we have increased our staff by 40%, with only a 22% increase in funding. Despite this gap, we will continue to do all that we can to serve the families who need us.

Recognizing that a sustainable future requires careful planning and action, we are committed to the pursuit of all available funding options, building an endowment to ensure our future needs and embracing community partnerships that help us to better serve our clients. We will continue to invest in recruiting and retaining the most talented staff, volunteers and leadership. We are fortunate to have a strong and active Board of Directors to help us achieve our goals.

Our work is not easy. The families we see face challenges that at times may seem insurmountable. It is our mission to help them shape their own futures—through excellent programs and services, offered by the very best and most qualified staff, in an environment that respects the dignity of each individual who comes through our doors.

You help make wishes come true. Through your interest, your support, and your assistance, you are a part of The Children's Center. We thank all of our friends who walked the road with us in the past year and welcome our new friends who have just discovered the magic that is The Children's Center. We know that you join us in our wish for a community where every child has a healthy start, a place to heal the hurt, a safe home, and all the resources they need to bridge the gap to shape a happy and positive future.



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Chief Executive Officer



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WHY CHOOSE The Children's Center?

The Children's Center (TCC) celebrates over 80 years of experience working with children and families residing in the metropolitan Detroit community. As one of the largest, most diverse child-serving agencies in Michigan, TCC addresses the needs of some of the most troubled children in the United States.

Our Mission

To help children and families shape their own futures.

Our Vision

We will provide premier programs and services of national caliber by:

- Continually increasing the quality of our services to children and families with special needs, primarily in the Metropolitan Detroit area.
- Enhancing and expanding a unique, innovative continuum of effective programs and services.
- Attracting and maintaining the best possible people for our staff, board and volunteer corps.
- Respecting and promoting diversity.

Our Values

We pride ourselves with having staff members who abide by The Children's Center core values:

- Devoted / Dedicated / Always Willing
- Passion for What They Do!
- Committed and Accountable – They do What They Say!
- Display a CAN DO Attitude!
- Treat Other People (both co-workers and clients) with Respect, Courtesy and Patience.

We help thousands of children and families each year through a menu of Services organized into four areas which collectively offer more than 20 inter-related programs:

A Healthy Start

Teenage Parenting Program
Parent & Child Empowerment (PACE)
Play and Language for Autistic Youngsters (PLAY)
Infant Mental Health

Healing the Hurt

Outpatient Mental Health Services
Kids with Intellectual or Developmental Disabilities Services (KIDDS)
Home-Based Intensive Services
Family Bereavement Counseling
Victims of Sexual Abuse
Juvenile Justice

A Safe Home

Foster Care and Adoption
Post-Adoption Services
Young Adult Self-Sufficiency Program (YASS)

Bridging the Gap

Comprehensive Family Support
Family Advocacy
After School Enrichment Program
School-Based Services
Hospital Discharge Planning
Sensory Integration
Tau Beta Center for Discovery
Donation Station
Tutorial Support

THE CHILDREN'S CENTER an Outstanding Service Provider.

QUALITY IS A PRIORITY!

The Children's Center of Wayne County was reaccredited by the Council on Accreditation as an outstanding behavioral health provider that has set high internal performance standards and has made a commitment to its constituents to deliver the highest quality programs.

According to Debora Matthews, CEO of The Children's Center, "We are very proud to be reaccredited by the Council. The rigorous COA accreditation process lets clients, donors, financial supporters and the community know that we provide the highest standard of service, along with the comfort of knowing we are a very well-managed and responsible organization."

The COA process involves a detailed review and analysis of both an organization's administrative operations and its service delivery practices. All are measured against national standards of best practice. These standards emphasize services that are accessible, appropriate, culturally responsive, evidence-based and outcome-oriented. In addition, they confirm that the services are provided by a skilled and supported workforce and that all individuals are treated with dignity and respect.

Clients support The Children's Center and its commitment to quality by responding with an overall 95% approval rating. The following components of service delivery were measured:



- Ease of obtaining help when needed (accessing services)
- Appointments beginning at the scheduled time
- Willingness to tell others to seek out services at The Children's Center
- Perception of confidentiality
- Clinicians being focused on the client's wants and desires
- The perceived "niceness" of staff members
- Receiving help when asked
- Feeling safe
- Feeling better about themselves after receiving services
- Sensitivity regarding cultural issues



The Children's Center Front and Center Tours

To learn more about The Children's Center call (313) 262-1220 to schedule a tour of our campus. Tours are offered on the first and third Thursday of every month at 12:00 p.m. and 5:30 p.m. This one-hour tour provides a behind-the-scenes look at how we are making a difference in the community.

SPONSOR HIGHLIGHT Omega Psi Phi

The Children's Center is truly fortunate to have the support of Omega Psi Phi Fraternity, Inc., Tau Kappa Kappa Chapter which is based in Southfield, Michigan. This organization, founded in 1911 on the campus of Howard University, continues to display their cardinal principles of manhood, scholarship, perseverance and to uplift individuals on a local level while partnering with TCC.

Led by their motto, "friendship is essential to the soul", the Omega men of Tau Kappa Kappa Chapter have been just that; true friends in supporting The Children's Center's mission.

The partnership between TCC and Omega Psi Phi was forever sealed when Tau Kappa Kappa adopted The Children's Center as their charity of choice and presented The Children's Center's Leadership Team with the "Distinguished Organization Community Service Award".

Prior to being bestowed with this distinguished honor, the Omega men engaged in a series of family-oriented initiatives. They supported TCC's mission of helping children and families shape their own futures in numerous ways:

- Grill kings during the Child Welfare Family cook-out
- Sponsors of Family Movie Night
- Hosts Omega-themed birthday parties
- Facilitators of school and art supply drives for clients
- Supporters of the annual Holiday toy shop for families
- Volunteers in mass for End of the Summer Smash Event, AutoGlow and MEI Prom

In addition to giving monetarily

towards the success of TCC initiatives, this fraternal organization generously extended their gifts of time by contributing collaboratively approximately 200 volunteer hours. Whether the task was cooking hotdogs or hamburgers on a grill, making personal telephone calls to families regarding holiday gifts, or serving in a leadership role on the Volunteer Services Committee, The Children's Center knows we can always depend on these men to be ready and willing to lend a helping hand.



I Wish for ...

Love

SPONSOR HIGHLIGHT Ford Motor Company

Ford Motor Company is a long-standing supporter of The Children's Center, dating back to TCC's inception. Each year, Ford Motor Company continues to show its commitment and dedication to TCC's mission through generous sponsorship of events and donation of in-kind services. In addition to continuing its long-standing support as Presenting Sponsor of AutoGlow 2011, Detroit Uncorked, and the Power of Possibilities fundraising breakfast, Ford Motor Company also provided support through the following extraordinary projects:

Ford Motor Company Concept Vehicle Auction

Ford Motor Company donated an array of concept vehicles to the exclusive RM Auctions' Sports & Classics of Monterey Auction. Proceeds from the auction were generously donated to The Children's Center by "the company that put the world on wheels: Ford Motor Company". The event highlighted Ford Motor Company's extensive history of automotive design and innovation.

The Children's Center was proud to be the recipient of nearly \$500,000 from this event. The TCC Board of Directors designated this gift for our endowment fund to ensure that The Children's Center is able to provide services for children and their families for years to come.

The All New Children's Center Website

TCC launched a brand new website with the financial and technical support of Ford Motor Company. Before developing the new site, a series of surveys, focus groups and interviews were held to gain insight from clients, volunteers, staff, donors and community members.

When the results were in, the message was clear; constituents wanted more ways to stay informed of the happenings at The Children's Center. Now, the newly designed website includes a user-friendly way to stay connected - to volunteer, to seek employment, to become a donor or to become one of our many Facebook fans - it's all just a click away.

The features, navigation and functionality of the new website help visitors find exactly what they're looking for and make it easy to engage with TCC.

Check us out! ... Follow me to TCC's new website www.thechildrenscenter.com.

Lisa V. Ford Heart and Soul Volunteer Award Ceremony, presented by Ford Motor Company

The Lisa V. Ford Heart and Soul Volunteer Awards are presented annually to notable TCC volunteers and civic partners who demonstrate Mrs. Ford's spirit of generosity and love of The Children's Center.

2010 Award Recipients:



Deborah Allen of Redford. Deborah has been an active volunteer with The Children's Center since 2003. She is a valued member of the Volunteer Services Advisory Committee and has chaired the annual Holiday Program for the past 5 years.



Tau Beta Association of Grosse Pointe. Tau Beta, a philanthropic sorority, displays their dedication on a monthly basis through a multitude of activities and volunteer engagements including staffing the Tau Beta Center for Discovery, a multi-media resource center. Tau Beta has nearly 500 Senior and Junior members who have been avid supporters of The Children's Center since 2004.

THE CHILDREN'S CENTER Programs & Services

The Children's Center, MetroPCS and the Detroit Piston's Charlie Villanueva team up to deliver an Anti-Bullying message.

EVERY seven minutes a child is bullied at school and 1 out of every 4 children are bullied. To address this growing concern, The Children's Center, MetroPCS and The Detroit Pistons hosted an anti-bullying workshop featuring Piston's Charlie Villanueva, members of the Piston's dance team, along with help from Brainstormers, an improvisational acting group.

Bullying activities can be continuous (day and night) due to the intensity of the actions, the internet, social media and technology. More than ever before, kids as young as 6 or 7 years old are coming through the doors of The Children's Center reporting acts of being bullied which often results in depression, low self esteem, difficulty sleeping and declining academic performance.

- This event was the beginning of a long dialog on bullying at The Children Center.
- TCC is dedicated to meeting with our clients, parents and families on this subject.

- Children ranging from pre-school to high school engaged in a variety of interactive festivities including; taking a public stand against bullying, performing entertaining skits and signing a pledge stating "I acknowledge that whether I am being a bully or see someone being bullied, if I don't report or stop the bullying, I am just as guilty".

"Bullying is an unfortunate situation that many youngsters are subjected to while growing up," said Charlie Villanueva, a Detroit Piston and spokesperson for the National Alopecia Areata Foundation. "I dealt with bullying as a youngster and recognize that many other children deal with the issue at school or online. I hope this workshop helps these selected children so they can

take a stand against any type of bullying they witness at school or at home."



I Wish for ...

a Dad

THE CHILDREN'S CENTER Programs & Services

1st Annual KIDDS/MEI Prom for Children and Families

The Children's Center of Wayne County hosted the 1st Annual Prom / Dinner Dance for children and families in the Mentally and Emotionally Impaired (MEI) program. Youth between the ages 2 to 18, along with their parents, had the opportunity to celebrate in a festive, comfortable and client-sensitive environment.

The MEI prom provided a unique teaching opportunity for the agency, allowing parents and their kids a real-life social setting where they could implement important life skills such as appropriate social behavior, personal space boundaries, respect for rules, organizational skills, understanding of expectations and etiquette.

For many, the opportunity to attend the prom was a dream that may never have been experienced due to fear of social acceptance or financial limitations. The elements that made this event so extraordinary were; special consideration for clients with developmental and emotional needs, delicate care for those who may not feel comfortable in public and inclusion for those who may be excluded from their school proms and dances due to behavioral issues or social pressures.

Nearly 400 guests enjoyed the family-centered event held on the totally transformed TCC campus where dinner, refreshments and dancing were all complimentary due to the remarkable generosity of donors, volunteers and staff. Formal attire was offered to both clients, and parents.

"I spent time watching the children and for the first time they were able to forget about their issues and challenges and smile for the day."

– Tearful mother in MEI Program



More than 200 formal gowns, dresses, suits, ties and accessories were donated through a variety of sources including Bell of the Ball Initiative, pioneered by Wayne County Commissioner Alicia Bell, 96.3 WDVD's Project Prom Princess and a host of other community members.





2009-2010 COMMUNITY REPORT

THE CHILDREN'S CENTER Programs & Services

Celebrating Fathers: Their Impact on the Community Conference

The Children's Center was a proud participant in the Celebrating Fathers: Their Impact on the Community Conference. This forum offered resources to help strengthen the family structure and celebrate contributions of strong men in society.

The Children's Center's Chief Operating Officer, George Winn, served as the event co-chair along with Carlynn Nichols of Detroit-Wayne County Community Mental Health Agency. There was an emphasis on the importance of fatherhood, identifying roles and responsibilities, as well as discovering new interventions that can be used within the home and community.

Therapists in The Children's Center's Special Beginnings (Infant Mental Health Program), Millicent Alexander and Stephanie Hill, joined with Rodelle Nathaniel, community representative to present information about the services necessary for



single fathers to meet the needs of their children and families. The initiative also was supported by a host of TCC staff as steering committee members and conference attendees.

Fathers play an integral role in a child's development into an independent, caring adult. It is important as a community to keep

fathers engaged and prominent in the lives of their children. One specific epidemic confronted during the conference was the impact absent fathers have on the community. The influence fatherless homes have on children is startling:

- Today over 50% of children live in homes with absent fathers
- Over 63% of youth suicides came from fatherless homes
- 90% of all homeless runaways resided in households without fathers
- 71% of high school dropouts do not have fathers in the home
- 75% of all adolescent patients in chemical abuse centers come from fatherless households.

As alarming as these statistics are, The Children's Center is committed to making an ongoing difference in solidifying the structure of the entire family.



the
CHILDREN'S
Center

*The Stars in Our Sky...
Making Wishes Come True*



2009-2010 DONOR RECOGNITION

The Village of Giving

The Village of Giving is a select group of individuals and businesses that have pledged their support through a multi-year gift to The Children's Center.

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The James Couzens Heritage Society recognizes individuals who have included The Children's Center in their estate plans.

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The following individuals have made contributions between October 1, 2009 and September 30, 2010. We make every effort to provide accurate information. We regret any errors or omissions.

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The Stars in Our Sky

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The Stars in Our Sky

THE CHILDREN'S CENTER
Financial Summary

For the year ended September 30, 2010

CURRENT OPERATING ACTIVITIES:

PUBLIC SUPPORT AND REVENUE:

Capitation Revenue	\$4,935,300
Detroit Wayne County Community Mental Health Agency	1,907,700
State of Michigan Department of Human Services	5,443,200
Detroit Public Schools	272,900
State of Michigan Department of Community Health	164,300
Fees for Services	1,456,600
Total Public Support and Revenue	14,180,000

EXPENSES:

Program services	13,208,900
Management and general	2,071,900
Fund-raising	476,000
Total Expenses	15,756,800

Excess of Expenses over Revenue – Current Operating Activities	(1,576,800)
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Other revenue:

Special events – net	425,500
Private contributions and grants – current year	681,700
Interest, investment and rental income	536,800

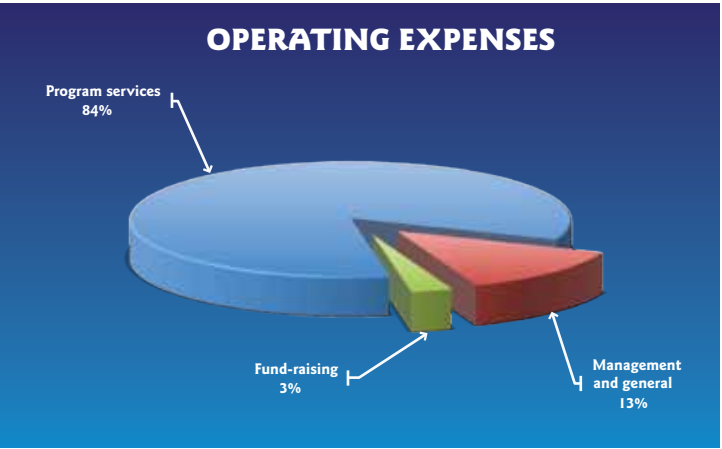
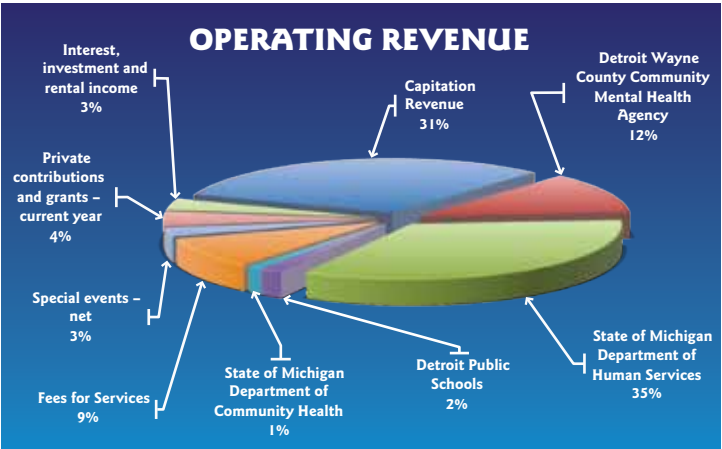
Net Current Year Surplus	67,200
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OTHER

Contributions Designated for Future Operations	152,400
Increase in Endowment Fund – net	511,300

Increase in Net Assets	\$730,900
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Programs are funded, in part, by the Detroit Wayne County Community Mental Health Agency through CareLink and ConsumerLink, and by the Michigan Department of Human Services.





the
CHILDREN'S
Center

Making Wishes Come True

One Child at a Time

DEDICATED TO QUALITY

The Children's Center, a 501(c)(3) nonprofit organization, has been accredited through the National Council on Accreditation of Services for Families and Children, Inc. since 1986, reflecting our dedication in providing exemplary services to children and families in need.

Design of The Children's Center Annual Report is made possible by Ford Motor Company.

The Children's Center

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