

 We all wear masks to hide our fears and struggles. But for the thousands of children we see at The Children's Center, those masks disguise neglect and abuse, trauma and hurt. Sometimes years of it.

The mask on the front cover tells one such story.

It was created by a young boy suffering from depression. He lived with his mother, father, and two sisters. The father often took illegal substances, which led to spousal abuse and disruption in the home.

The boy feared he would become like his father. He talked of feeling weak, helpless, of becoming a failure by not protecting his mother. He acted out in school, fought often, and experienced several suspensions.

He made the mask with one of our art therapists, molding it directly to his face. He explained that the dark base of the mask was how he felt, as if he were a shadow, powerless. The gold sequins were to hide his true self, so as not to worry his mother. His means of protecting her was to act as if nothing bothered him. The feathers were an afterthought of how he wanted to fly away with his mother and never look back.

At The Children's Center, our goal is to help children get beyond the mask. To help them heal and cope from the harsh realities and hurt they face, and equip them with the tools they need to grow and thrive.

Removing the mask

The fiscal year ending September 2012 brought many exciting milestones in our nearly 85 years of service to children and families in Greater Detroit.

The Children's Center Head Start Academy opened in Northwest Detroit, providing early learning opportunities to 300 children ages 3 to 5. Equally exciting was strengthening these young families through parent enrichment programs such as our Fatherhood Initiative. We know the investments we made in getting these children off to a healthy start will pay long-term dividends in their developmental and academic success.

Our after-hours Crisis Care Center opened on our main campus in Midtown Detroit; expanding our ability to serve children and families in crises, and divert them from costly emergency room care and hospitalization.

And true to our roots, we provided more than 7,500 children and their families with evidencebased mental health and trauma-informed clinical care to heal the hurt and maximize each child's ability to grow into a successful adult.

That's what our work is all about: helping each and every courageous child we serve to remove the mask of their mental health or behavioral health issues, help eradicate the stigma and misconceptions normally associated with mental illness, and to empower them to shape their own futures. We are grateful for our many supporters who join us in this work on behalf of children and families.

Sincerely,

Debora Matthews President & CEO

John Dunn Board Chair



Debora Matthews



John Dunn

Year in review

Our 2011-2012 report reflects on the positive impact The Children's Center has had on thousands of vulnerable children and families over the past year.

Our Crisis Care Center opened in February 2011. We saw demand quickly grow, and as a result, extended our hours of operation from 8am-8pm to 8am-12am. Our Crisis Care Center diverts more than 75% of the children seeking crisis care from costly hospitalization. We've also been able to reduce repeat hospital visits due to our timely clinical follow-up, which happens within 24-48 hours of discharge with every single child we see.

On Legislative Day in May 2012, The Children's Center transported 80 parents, guardians and children to Lansing. Participants learned about our State legislative process on the Senate and House floors. They enjoyed visits with Senators and Representatives, and shared their personal stories of success and challenge, while encouraging continued support and funding. The Children's Center also played a significant role in the passage of autism insurance legislation (see story on page 13), a tremendous victory for more than 15,000 Michigan children. Our families with autistic children were present to voice their concerns and observe the legislative process in the Senate.

In September 2012, The Children's Center Head Start Academy opened its doors to children aged 3 to 5 living in Northwest Detroit. At the end of the first school year, we're proud to cite many successes. We helped 68 children successfully transition to kindergarten. These children can recognize letters of the alphabet and several words. Many children who were previously nonverbal gained critical social skills. In addition, some of our children went to Washington D.C. to attend the Rosa Parks dedication service—and even met President Obama. Another program, our Fatherhood Initiative, engaged 137 fathers or male caregivers, encouraging and celebrating their participation in their children's lives. We also helped several families stabilize by connecting them to affordable housing and utilities assistance.

In October 2012, we launched an integrated health collaboration with Advantage Health Centers (AHC). AHC moved onto our main campus at 79 W. Alexandrine to provide families easier access to pediatric health care, avert medical and psychiatric deterioration in at-risk children and offer preventative health care solutions. AHC has a solid history of providing primary health care services to the medically underserved. It offers care to everyone, regardless of insurance status.





MICHIGAN CHILDREN ARE VICTIMS OF ABUSE AND NEGLECT EACH YEAR

ONLINE SCAN QR CODE WITH SMARTPHONE TO VISIT THE ONLINE VERSION OF THIS IMPACT REPORT



The most important kind of freedom is to be what you really are. You trade in your reality for a role. You give up your ability to feel, and in exchange, put on a mask. – JIM MORRISON

"Children are the *future* of Detroit. If we're going to heal Detroit, we must first heal the children."

DEBORA MATTHEWS

PRESIDENT & CEO THE CHILDREN'S CENTER



A healthy child has a healthy body and a healthy mind. At The Children's Center, we believe you can't have one without the other. So, we treat mental, behavioral, and physical health—the whole child—on one campus.

That means our doctors and counselors work together as a team to meet our families' needs. Every screening, evaluation, and appointment for doctor care or mental health services takes place in one location. For families, that saves on drive time, gas, and coordinating time off work.

The impact of total care

Over the past fiscal year, The Children's Center has broadened its services and helped to influence legislation that makes total care possible.

The case studies on the following pages demonstrate the unique and inspiring ways our doctors, clinicians, and therapists are bringing better care to the children of Detroit.

Giving children a good head start

One of the best ways to ensure that young children from disadvantaged backgrounds have a chance to succeed in life is through Head Start programs.

Studies have shown that children enrolled in early educational programs are more likely to succeed academically and have less socio-behavioral problems, than children who don't have similar opportunities.

The challenge

The 48219 area of Detroit is one of many neighborhoods struggling to provide adequate early educational opportunities for children. The Children's Center created a Head Start Academy to address both the educational needs of the neighborhood and provide valueadded mental health and community services.

The solution

The Children's Center opened the doors to its first Head Start Academy in the 48219 area on September 26, 2012, providing a HighScope curriculum and a learning environment that nurtures mental, emotional, and physical development.

The impact

9

Research shows that children who participate in HighScope preschool programs have higher earnings, are more likely to hold a steady job, commit fewer crimes, and are more likely to have finished high school than those who did not attend similar preschool programs.

We're proud to provide the 48219 community with this positive educational opportunity, as well as many value-added services including:

• Access to mental health services, onsite clinicians, speech therapists, and case managers

- Health fairs for adults, including healthy cooking classes, clothing and food drives, well-being and beauty care
- Fatherhood engagement programs with leadership and decision-making committees

• Onsite dental services for children and adults

Currently the school is fully enrolled with 286 students. We strive to have a significant impact on the 48219 neighborhood as a safe haven for children to learn, grow, and thrive.

36,505 MICHIGAN CHILDREN AGES 3-5 ARE ENROLLED IN HEAD START

100%

ENROLLMENT AT THE CHILDREN'S CENTER HEAD START ACADEMY

VIDEO SCAN QR CODE WITH SMARTPHONE TO LEARN MORE ABOUT OUR HEAD START ACADEMY



We wear the mask that grins and lies. It hides our cheeks and shades our eyes. - PAUL LAURENCE DUNBAR

Providing critical care in a crisis

When children experience a sudden emotional crisis, families often turn to the hospital emergency room as their first source of care.

For these children, the hospital experience can compound their emotional distress: wait times are often long, the nature of the environment causes additional anxiety, and the child might not receive the appropriate level of clinical care. It can also be exorbitantly expensive and a drain on hospital resources.

The challenge

The Children's Center sought to create an alternative to the ER, where children and families could receive immediate and proper care in a emotional or behavioral crisis or trauma situation.

The solution

The Children's Center established a Crisis Center in February 2012. The Crisis Center, which is open weekdays from 8 a.m. to midnight, is a safe, comfortable environment that provides an immediate walk-in alternative to the ER for children's mental and emotional crises.

The impact

Since its inception, the Crisis Center has serviced more than 100 children and families, and set the following benchmarks:

Access to immediate care. A child can be seen, diagnosed, and treated in as few as two hours, as opposed to nearly five hours in the hospital.

Fewer in-patient hospitalizations. Prior to the existence of the Crisis Care Center, 80% of children in crisis who were seen in hospitals were admitted. The Children's Center is dedicated to providing the proper care while diverting costly or unnecessary hospital stays. Since its inception, only 29% of the children seen by our Crisis Care Center have required in-patient hospital care.

Better allocation of costs. The average hospital stay hovers around \$5,700. For the same amount, children can receive outpatient services at The Children's Center and get access to every single service on campus for a month.

Professional follow-up. Whereas hospital care might begin and end in a single visit, The Children's Center issues a 24-hour follow-up call and provides a thorough course of aftercare.

80%

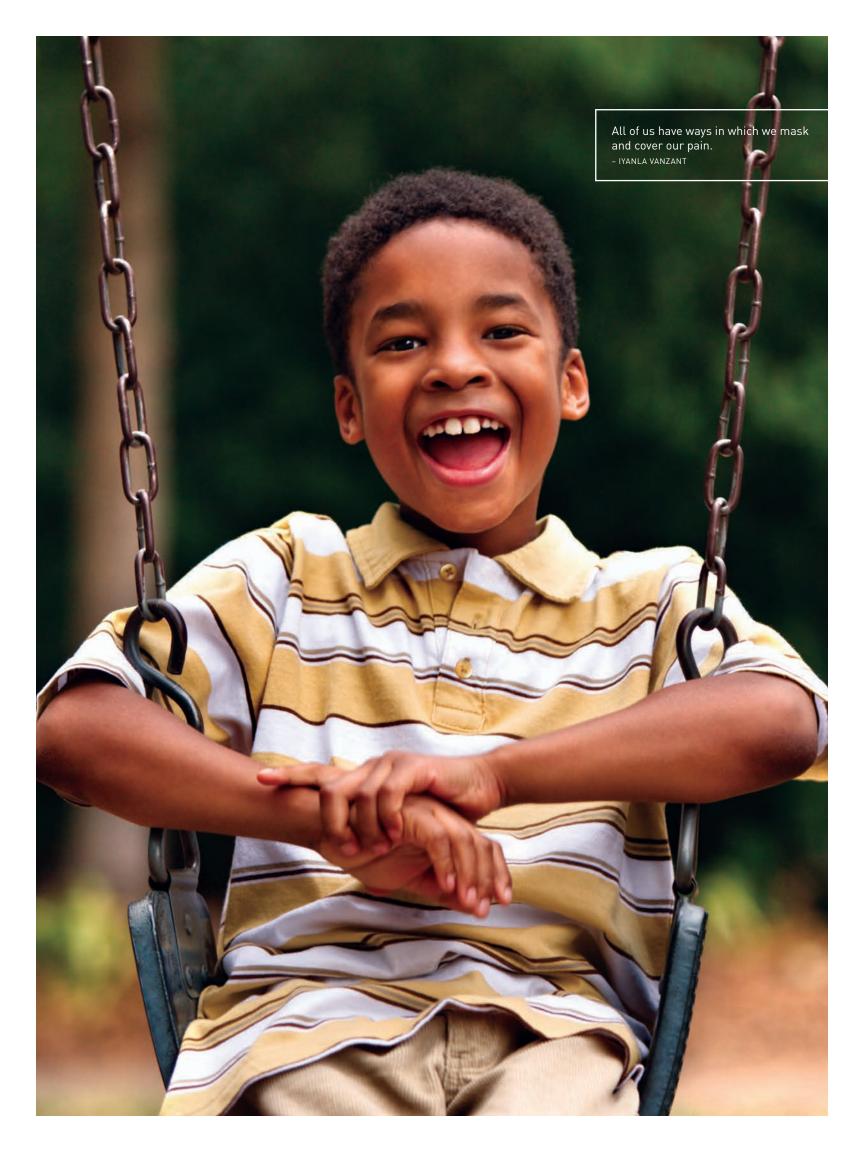
SEEN IN HOSPITALS WERE ADMITTED, PRIOR TO THE OPENING OF OUR CENTER

50%

FEWER CHILDREN REQUIRE IN-PATIENT CARE NOW THAT OUR CRISIS CARE CENTER IS IN OPERATION

VIDEO SCAN QR CODE WITH SMARTPHONE TO LEARN MORE ABOUT OUR CRISIS CARE CENTER





Fighting for children with autism

In Michigan alone, more than 15,000 children suffer from some form of Autism Spectrum Disorder (ASD).

This year more children will be diagnosed with ASD than AIDS, cancer, and diabetes combined. It's become an epidemic—and an expensive one to treat.

The challenge

In 2012, the state of Michigan joined 34 other states in passing legislation guaranteeing insurance coverage for ASD. However, no provisions had been established for those children covered by Medicaid.

With behavioral therapies for ASD beginning at \$10,000/year, many ASD children who sought services from The Children's Center were unable to receive the interventions necessary to properly treat their disorder.

The solution

The Children's Center Pediatric Neuropsychologist Dr. Kara Brooklier worked to tackle the issue head on. Brooklier spent 14 months on a committee with other healthcare professionals writing legislation that guarantees Medicaid children receive coverage. These children would be qualified to receive intensive, evidence-based interventions with demonstrated successes in addressing the core symptoms of ASD.

The impact

With the passing of this legislation, more than 1,600 children with autism are expected to be treated in the next year. Many will receive comprehensive evidenced-based therapies at The Children's Center.

Dr. Brooklier notes that in short time since the legislation passed, she has seen an increase in the number of younger children receiving treatment, which gives her hope.

"More than 70% of the kids we treat early are able to transition into the general mainstream and remain there," she says. "That's a great outcome for everyone involved."



15,000

MICHIGAN CHILDREN SUFFER FROM SOME FORM OF AUTISM SPECTRUM DISORDER

70%

OF CHILDREN TREATED EARLY TRANSITION SUCCESSFULLY INTO THE GENERAL MAINSTREAM

VIDEO SCAN QR CODE WITH SMARTPHONE TO LEARN MORE ABOUT OUR ASD PROGRAM



Always guarding one's real, precious self in a cocoon of tranquility within a thousand masks. Life itself had become a secret affair. - MARY BALOGH

Our clinicians help heal the hurt. Here's how.



"Several children come to us frightened and traumatized from homes devastated by mental and physical abuse and neglect. We use art therapy as a way to help children identify and understand the source of their pain. Then we can help them begin the healing process." - Cindy Read, Art Therapist, MEd, ATR-BC, SW

"Being a clinician at The Children's Center allows me to meet with troubled children and families, listen without judgment, and work with them toward solutions that positively impact their daily lives."

- Katherine Strohl, LLPC, Clinician, P.A.C.E. Program

"In my work with hurting children and youth, my job becomes one of a visionary, who helps them to realize their potential and work through the pain to move them forward." - Holly Snell, LLMSW, CTS, Clinician, Foster Care Clinical Program "One of my responsibilities is to ensure that parents understand their child's diagnosis and recognize that the symptoms of that diagnosis are not who the child is; the child cannot help it. We offer hope for the future." - Lisa Weber, Clinician, General Outpatient

"Families come into our office so overwhelmed and sometimes feeling helpless. Many have sad faces and ask, 'Where did I go wrong?' or 'What did I do to cause this problem?' It's my job to turn those frowns upside down." - Lora Maxon, Clinician, K.I.D.D.S. Program

"Children who come to our Crisis Center are in urgent need of support. We help de-escalate the situation, actively listen with compassion and give them a voice without judgment. Just showing that someone cares is often enough to start the healing process."

- Sharon Williams, B.S.W., Care Manager, Crisis Care Center





Statement of activities

Year ended September 30, 2012

Public Support and Revenue

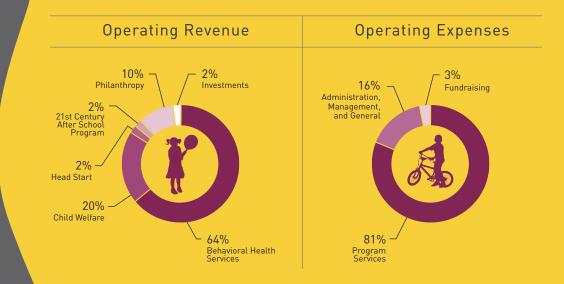
Behavioral Health Services	_ \$15,049,444
Child Welfare	4,676,497
Head Start (Education)	524,201
21st Century After School Program (Education)	460,008
Philanthropy	2,537,275
Investments	457,411
Total Public Support and Other Revenue	\$23,704,836

Expenses

Program Services	\$17,475,919
Administration, Management and General	3,483,252
Fundraising	551,189
Total Expenses	\$21,510,360

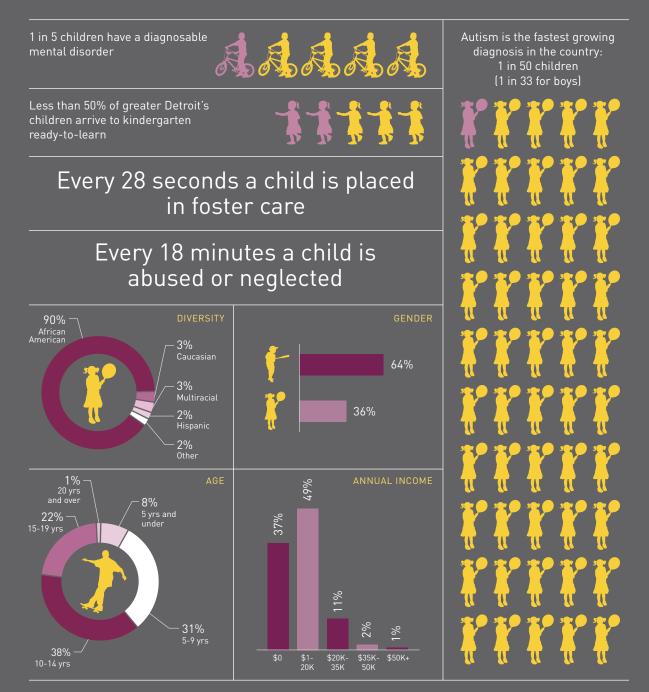
Programs are funded, in part, by the Detroit Wayne Mental Health Authority through CareLink and ConsumerLink, Wayne County Health & Family Services Head Start, and by the Michigan Department of Human Services.

Contributions to The Children's Center are tax-exempt under US IRS code 501(c)(3).



Program demographics and statistics

More than 100,000 children in Greater Detroit are vulnerable to the effects of mental health disorders, abuse, neglect and poverty. Together with our community partners, The Children's Center offers solutions that address the mental and behavioral health, physical health, abuse and neglect, and developmental disability challenges currently faced by tens of thousands of Detroit children.



We invite you to #TAKETHETOUR. Give us an hour, and we'll show you why "Children Are the Heroes" at The Children's Center. You'll hear stories of courage, bravery, and empowerment—how children have healed and thrived through adversity. Give Holly Soranno a call at 313.262.1220.



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Volunteer leadership

This fiscal year was an economically challenging time throughout the region. We are grateful to our dedicated board members for their passion, discipline, and leadership – guiding us successfully through the year without compromising our long-term vision.

There was no one more dedicated than our beloved board member Frank Couzens III, who passed away September 19, 2012. Frank was the great-grandson of The Children's Center Founder, Senator James Couzens.

In addition to his board service, Frank was Senior Vice President of Marketing for Jackson Dawson Communications. He was respected and appreciated by team members throughout Jackson Dawson and Ford Motor Company alike, for his unwavering loyalty, intuitive finesse, and dedication. He was regarded as a passionate leader by everyone who worked with him. The concept of working "shoulder to shoulder" was a philosophy he affirmed and embraced.

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Thank you for sharing our passion

A message to our donors

Dear Friends,

We are grateful for the care, compassion, and commitment you show our children and families. While many of us are feeling growing hope for economic recovery throughout the region, the majority of children and families served by The Children's Center are plagued by mental illness traumatic abuse and neglect; compounded by chronic poverty.

For these vulnerable children, hope comes from knowing someone cares. Your care and compassion may show up as a new backpack stuffed with supplies, just in time for the first day of school. Your commitment may be demonstrated by your financial support of funding gaps in our evidence-based programs and services.

The hope in our children grows stronger with every therapeutic milestone they achieve. Your generosity is the source of that hope.

Thank you partnering with us in empowering more than 7,500 children and families to shape their own futures.

Sincerely,

Janmy Sinke

Tammy L. Zonker Chief Philanthropy Officer

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.

VISIONARIES - ENSURING A SAFE HOME (\$50,000+)

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A message to our corporate and community partners

We are grateful for the generous contributions of time, expertise, and financial support we receive from our philanthropy partners. These companies and civic organizations are instrumental in ensuring the children and families we serve get the critical resources they need to break the cycle of abuse, neglect, trauma, and mental health challenges they're facing.

Each of our philanthropy partners brings enthusiasm and hope to the children and families we serve. We'd like to acknowledge three organizations that have supported The Children's Center for more than a decade, with cumulative contributions valued in excess of \$1,000,000.

Ford Motor Company support dates back to 1929, when U.S. Senator James Couzens, a former General Manager of Ford Motor Company, founded the agency. Now, nearly 85 years later, Ford Motor Company, Ford Motor Company Fund & Community Services, and members of the Ford family maintain a strong commitment to The Children's Center and the families we serve in Greater Detroit.

Microsoft Corporation has been a valuable partner of The Children's Center for many years. In 2012, Microsoft awarded an unprecedented gift of software licenses, training, and support valued in excess of \$1,000,000. In addition, Microsoft employees have been passionate volunteers, donors, and advocates.

Tau Beta Association has been a generous, long-time partner in serving Greater Detroit's vulnerable children and families. Tau Beta members' passion and heart-felt benevolence for children and families in need is truly inspiring. This exceptional group provides more than 300 hours of volunteerism annually, in addition to financial support for the Tau Beta Center for Discovery, The Children's Center Head Start Academy, KIDDS Summer Camp, and CC's Boutique.

The following made contributions between October 1, 2011 and September 30, 2012. If you have made a gift and we inadvertently omitted your name or acknowledged you incorrectly, please accept our sincerest apologies and contact us.

JAMES COUZENS – HERITAGE SOCIETY The James Couzens Heritage Society recognizes individuals who have included The Children's Center in their estate plans.

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