EVERY CHILD IN EVERY SCHOOL DESERVES A QUALITY EDUCATION.
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Dear Friends,

This has been quite a year of change at Change for Kids. I assumed the role of Interim Executive Director in April and I’m honored to present this year’s Annual Report. It’s been a privilege for me to serve in this capacity and work side-by-side with a passionate team of staff members, focused on strengthening CFK’s partner schools, particularly in the areas of Literacy, Social-Emotional Learning and Community Engagement. I’ve been so fortunate to have Natalie Auerbach as my leadership partner, stewarding our development and communications efforts. As Natalie and I transition back to our roles on the Board of Directors, we are thrilled to welcome Kevin Ervin to CFK as our new Executive Director. We’re looking forward to working with Kevin, and are certain his passion will enable CFK to continue to scale our impact in the days and years to come.

During 2017-2018, we expanded our reach, joining forces with another amazing school and leader: Principal Anthony Cosentino at P.S. 21 in Staten Island. We also continued our partnerships with eleven other schools, bringing us to 12 schools across all five boroughs of NYC, serving over 4,500 students.

The following pages highlight the incredible growth and opportunities you’ve helped us create at our remarkable New York City partner schools. I hope you enjoy learning from some of our key stakeholders and seeing students’ smiles. Many thanks for your investment in Change for Kids: for our schools, our city, and our future.

Best,

Karen S. Epstein
Board Member,
Former Executive Director
A CONVERSATION WITH KEVIN ERVIN

Karen S. Epstein and Natalie Auerbach sat down recently with Kevin Ervin to welcome him to the organization and introduce him to the CFK community.

KSE & NA: Hello Kevin, and welcome!
KE: Thank you. I’m honored to be here.

KSE & NA: We’re thrilled to have you as our new Executive Director. We’re excited to introduce you to the CFK community and to learn more about you. What drew you to CFK?
KE: Great question. I was most drawn here by the passion that permeates the organization. From the Board Chair to the volunteers, everyone is here for the right reasons.

KSE & NA: Tell us what excites you most about our program as it is?
KE: Change for Kids knows that an individualized approach to strengthening schools is critical to positively affect change where it is needed most. CFK places this approach at the forefront: the school is at the center of the decision-making nexus. Our School Managers partner with each school’s leadership to determine critical areas of need. It is unheard of to hear a principal refer to an outside staff member as her “right hand,” and yet that’s the message echoing across CFK’s schools: one of true partnership.

KSE & NA: What excites you most about the future of CFK?
KE: I believe CFK has created a model that will grow organically and continuously. Right now, NYC public schools - desperate to address school quality - are attempting quick-fixes to address systemic problems. CFK is different: a unique, scalable model positioned to impact an amazing amount of students within the NYC school system. The organization is structured to be able to expand our program offerings to target the needs of each school. Through our programs and partnerships, we will become the front runner of school partnership models within the youth development and education reform spaces.

KSE & NA: It’s terrific to hear that you are so inspired by what’s possible! What do you think is CFK’s greatest opportunity?
KE: CFK’s model combines the best practices of numerous education and youth development programs. The organization is positioned to become a prime recipient of public funding, and to blaze a trail for CFK to become a strategic partner with the New York City Department of Education. Change for Kids will be a leader on the road to lasting educational reform.

KSE & NA: We definitely agree. Thank you for sharing, Kevin.
KE: Thank you both.
OUR PURPOSE

Change for Kids invests in NYC public elementary schools in underserved communities by bringing critical resources designed to prepare students for success in middle school and beyond. Working with school leadership, we support their efforts to improve:

- Literacy
- Social-Emotional Learning
- Community Engagement

ODDS STACKED AGAINST CFK SCHOLARS

- 70% of New York City schools are economically stratified today.¹
- 86% of the students in CFK’s schools are defined as living in economic need.²
- More than 46% of the students at P.S.15 are homeless.
- Nearly 1/3 of the families surrounding P.S.314 live on less than $15,000/year.³
- 78% of CFK’s students are in need of Social-Emotional Learning support.⁴

¹ Equity and Excellence for All: Diversity in New York City Public Schools, NYC DOE, 2017
² NYC DOE; based on being in temporary housing, or eligible for public housing, combined with Census tract poverty rates
³ 2010 US Census
⁴ Based on a CFK Survey
THE CHALLENGE

Many Change for Kids scholars are born into homelessness, poverty, food insecurity, and other challenging circumstances. They aren’t responsible for these stresses which affect their ability to achieve. Research has found that two areas strongly impacted by these challenges are vocabulary and emotional regulation.

“By the time low-income children reach age three, their vocabularies are dramatically smaller than those of their more affluent peers. Research\(^1\) has shown that this is because children younger than three hear as many as 30 million fewer words than their peers living in more affluent families, putting them at an early disadvantage.”\(^2\)

Growing up in poverty can affect thinking processes associated with several brain systems: children from low-income homes often have significantly lower scores in areas of language, long-term and short-term memory, and attention. Studies strongly suggests that the effect of stress on the brain may be the reason for these detected differences and disadvantages. Helping schools provide support systems as well as classroom routines that create critical stability can help change the odds for students facing extreme stresses in their lives.\(^3\)

That’s why Change for Kids exists.

That’s #WhyCFK.

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3. Childhood poverty: Specific associations with neurocognitive development; Farah, Sherab, Savage, Betancourt, Giannetta, Brodsky, Malmud, Hurt; Brain Research, September 2006
CFK’S STAMP IS NOW ON ALL FIVE BOROUGHS.

The Bronx

P.S. 6X
Principal: Tiawana Perez

P.S. 277
Principal: Natasha Bracey Ferguson

P.S. 314
Principal: Monique Hibbert

Grant Avenue
Principal: Kristin Erat

Manhattan

P.S. 15
Principal: Irene Sanchez

P.S. 142
Principal: Daphna Gutman

Queens

P.S. 160
Principal: Tiffany Hicks

Staten Island

P.S. 21
Principal: Anthony Cosentino

Brooklyn

P.S. 81
Principal: Cheryl Ault-Barker

P.S. 329
Principal: Salema Marbury

Brighter Choice Community School
Principal: Jeremy Daniel

Brooklyn Landmark
Principal: Joyce Knights
OUR APPROACH

Change for Kids’ School Managers, in partnership with principals and teachers, identify the needs of each CFK partner school and manage a mix of resources, including:

- Leadership support
- Academic enrichment and engagement programs
- Volunteers and corporate sponsors

What makes us most successful is the “CFK village” community we foster: the students, teachers, parents, principals, staff members, donors, volunteers, and program and corporate partners. If it takes a village to raise a child, it takes a much bigger village to affect our schools and make lasting Change for Kids.

“Our positive partnership with Change for Kids allows our scholars to participate in enriching programs in collaboration with exceptional community-based organizations. CFK’s support helps our youngsters build self-esteem, cultivate their talents, and broaden horizons. Change for Kids enables us to achieve our mission of empowering, inspiring, and elevating our scholars to the their highest level of achievement.”

- Salema Marbury, Principal P.S. 329

FROM A SCHOOL MANAGER’S PERSPECTIVE

“In my role as a CFK School Manager, I’m a passionate advocate for the needs of the young scholars and overall school community, as well as a thought partner to my principals at P.S.160 and P.S. 21. I’m part of the School Leadership Team, and on the Instructional Cabinet. Together, we brainstorm solutions to both day-to-day and long-term challenges these schools face. Helping to create or enhance a school culture that is optimistic, continuously improving, innovative, resourceful, and eventually sustainable, is incredibly gratifying.

I see our model in action every day, and I know that we’re making a difference. We are on the front line of building the school’s capabilities and broadening the community. We diligently work to provide robust and impactful experiences and opportunities. You might say we are the gateway to change, hope, growth, and success. We encourage our scholars to dream bigger and accomplish goals, and we help bring them the tools they need to achieve. I am so happy to be a part of such an amazing, unique organization!”

-Nicole Favard, Associate Director of School Management
THE YEAR IN REVIEW

With your help, we raised

$1.7 million

to combat educational
ingquality

which funded

57,833 programming
hours

and

115 volunteer events

which provided

4,736 volunteer hours dedicated
to our students.

This winter, you supplied

80%
of our students with brand new
coats, winter accessories, or a holiday gift.

Together, we impacted the lives of nearly

4,500 students

at our

12 partner schools
CFK PROGRAMMING

We see reason for hope and optimism in the mind of every child. We’re committed to believing in their potential and making a difference in their lives. That’s why we’re so grateful for your support of our programs - because you’re helping make a difference for our schools, our city, and our future.

Experience NY
Our principals consistently report that one of their top priorities is to expose their students to life “off the block.” This CFK program enables students and their families to experience museums, theater, and corporate business offices.

Graduating to Greatness
Our Graduating to Greatness program is a multi-year series of workshops designed to prepare students and parents for the middle school application process. Scholars are mentored in areas such as interviewing, portfolio development, and resumé writing, while parents learn about navigating the middle school application and selection process successfully. Thus far, approximately 700 fifth graders have participated in the Graduating to Greatness program.

Reading Buddies
Designed to provide students with additional opportunities to improve their comprehension skills, fire up their imaginations, and make text-to-self connections, Reading Buddy volunteers visit classrooms to read aloud to a small group or full class. Afterwards, they engage them in a lively discussion about what they’ve read together.

Resource Drives
Unique to each school, CFK engages its extended network to support specific needs of the school community. Past drives have brought in basic school supplies, books, holiday meals, holiday gifts and winter clothing.

School Beautification
Volunteers transform schools by turning dreary walls into breathtaking hand-painted murals, planting fresh gardens, and revitalizing tired libraries to create robust learning environments where students and the school community thrive for years to come.
ON THE HORIZON: Parenting Journey

Over the past several years, CFK recognized the imperative of working with parents and caregivers to influence how they can fully engage in their child’s learning in meaningful ways.

In 2018, we sought additional ways to help address the stresses faced by the parents, caregivers, and families in our schools. They need practical tools to develop behaviors that promote healthier relationships, ease the mental strain of parenting while living in poverty and become advocates for their children, themselves, and the community at large.

We found our answer in Parenting Journey. It focuses on self-empowerment and tools to overcome insecurities stemming from minimal education, lack of gainful employment, and single parenting. It helps parents learn how to effectively confront and address these challenges using a solutions-oriented approach. This shift in mindset allows them to live their best life, giving them the confidence and abilities to create opportunities and ultimately break through the familial cycle of poverty.

We will be rolling out this program in September of 2019. Our unique model’s insight into our schools, and our on-the-ground understanding of each school’s challenges enabled us to identify an important need and provide appropriate resources to address it.

SIX YEARS OF BEAUTIFICATION DAYS

Since we launched School Beautification Days 6 years ago, 921 volunteers have given 2,640 hours to transform our schools. On Beautification Days, we work with volunteers to repurpose unusable spaces into inspiring learning environments - spaces where our students and the school community can learn, thrive, and grow. These spaces include libraries, parent rooms, and de-escalation rooms.
Steven and David’s Story

When 220 RBC summer interns came to P.S. 142 in June, magic happened. Among the many volunteer activities that day, a lasting connection was made.

Steven, an RBC intern, was partnered with 6-year-old David to build a book. As they discussed David’s book idea, they discovered similarities. Both are from Ecuador and both of their fathers still reside there. David explained how a recent family tree activity had upset him, because most of his family does not live in the United States. Steven and David formed an instant bond. David created a book he’ll always remember. Steven became – in the stretch of a few hours – a role model, life-long friend, and mentor.

That’s just one example of the impact CFK volunteers can have on the lives of scholars.

“The Magic of Volunteering

“Through residencies, trips, donations, and volunteers, CFK has helped us turn dreams into a reality. Our goal is to educate the hearts and minds of all children and through this partnership, we now realize that **Anything is Possible**.”

Tiffany Hicks, Principal, P.S.160
Anything is possible for the students and schools in New York City’s underserved communities if together, we make the commitment to continue investing in them. Change for Kids envisions bringing our unique model of partnership with school leaders and corporate and foundation sponsors to more schools, broadening our network, and making a greater impact for our schools, our city, and our future.

We sat down with Jeff Fields and Adina Pusterla of RBC Capital Markets to talk about the numerous benefits of the company’s investment in Change for Kids and the future.

What does RBC’s investment in Change for Kids mean to you?

**Jeff:** We’ve witnessed firsthand, over and over, what a tremendous difference we are able to make. There really is no better feeling than knowing we are helping improve the learning environment for these students.

**Adina:** When we talk with Daphna Gutman (P.S. 142’s principal), the teachers, the students themselves, and their parents, they tell us how they can see and feel the impact of our help every day. That’s so gratifying. We’re all so busy in our day-to-day lives, and we often take too much for granted. Working with kids in the classroom sharpens your focus on the future and their potential.

How does your partnership with CFK fit into RBC’s CSR strategy?

**Jeff:** Employee engagement, both financially and through volunteer opportunities, is essential to RBC to support our collective ambition and foster a sense of community pride.

**Adina:** Our relationship with CFK and P.S. 142 is a tangible benefit for our employees, providing them with both perspective and motivation. It’s a partnership that we hope will continue for years to come.

What are some ideas you have for the future of the partnership?

**Adina:** We’re hoping to achieve increased employee engagement, specifically with P.S. 142. Events like the Harvest Feast, resume writing classes, field trips to our offices, reading days, donations, and drives have been big successes.

**Jeff:** We’ll brainstorm more ideas—with both CFK and P.S. 142 school leadership—for building our relationship in order to maximize the impact of our people.

Would you recommend CFK as an investment to other corporations?

**Adina:** Yes! One of the many benefits of partnering with CFK is the ongoing relationship with the schools and being able to see firsthand what a difference we’re making—student by student. CFK allows their corporate partners an opportunity to host various programs on an ongoing basis. Our employees become invested in seeing their efforts make a difference.

**Jeff:** Yes, absolutely. So many of our employees have had the opportunity to participate in multiple aspects of the program, and watch the students learn and grow over a period of time; it’s priceless, really. It’s a real partnership that benefits everyone: RBC, Change for Kids, and the families of P.S. 142. We’re so proud to be involved.
ACKNOWLEDGMENTS

$50,000+
Apollo Global Management
Julia and Till Bechtolsheimer
The Catalog for Giving
Christy and Kevin Hammond
Himan Brown Charitable Trust
RBC Capital Markets
RBC Foundation USA

$50,000+

$10,000+
Bain Capital
B Floral
Andrew and Lisa Bernstein
Biomed Realty Trust
Jacqui and Noel Brown
Celia and Richard Canning
CBRE Group
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Karen and Mark Epstein
David and Florence Faucon
Goldman Sachs & Co.
Goldman Sachs Gives
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Catherine Godbille-Koechlin and Nicolas Koechlin
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Jennifer and Robbert Vorhoff
Caroline and Jacob Werner
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Kristin Black and David Hensle
Christopher and Louise Phillips Forbes
Communities of Color Nonprofit Stabilization Fund
Gray Foundation
HarperCollins Publishers
JLL Partners
L & M Development Partners
The Randall and Kathryn Smith Foundation
Jennifer Wild

$25,000+

$10,000+

$25,000+

$10,000+

$5,000+

$5,000+

$5,000+

$5,000+
Acknowledgments

$5,000+

And Partners
Anonymous
Bank of India
Erica and Zach Barratt
Blackstone Group LP
Maya Burgos and Paul Trussell
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The Stephen and Carol Canter Foundation
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The Hyde and Watson Foundation
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“An individualized approach to strengthening schools is critical to positively affect change where it is needed most.”

- Kevin Ervin
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Managing Director, Development and Communications

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Volunteer Coordinator

Shanise Alleyne  
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Zareta Ricks  
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Monica Trausch  
Operations Manager

Adrian Wright  
Communications and Special Projects Associate
# Financial Statement

## Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>FY 2017</th>
<th>FY 2018</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$1,007,738</td>
<td>$973,663</td>
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<tr>
<td>Special Events (net)</td>
<td>716,766</td>
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<td>Other</td>
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<td><strong>$1,727,018</strong></td>
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## Expenses

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<td>Operations</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$1,619,930</strong></td>
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## Net Assets

<table>
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<th>FY 2017</th>
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<td>$562,353</td>
<td>$426,268</td>
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## Revenue Sources

- **Foundation**: 56%
- **Government**: 21%
- **Corporate**: 5%
- **Individual**: 17%
- **Earned Income**: 1%

*For the period of July 1, 2017 through June 30, 2018*

Auditor: Adelman Katz & Mond LLP
HELP CREATE CHANGE FOR KIDS

JOIN THE CHANGE FOR KIDS COMMUNITY

Volunteer
• Career days
• Family Fun nights
• Field days
• Literacy nights
• Science nights
• School Beautification days

Fundraise
• Host your own fundraiser
• Change Jar Challenge
• Collect school supplies, books, toys, and more
• Run the TCS New York City Marathon for Team Change for Kids

Sponsor or Attend an Event
• Super Chefs
• The Penguin Party
• Golf for Kids

Become a Corporate or Foundation Strategic Partner

Spread the word about Change for Kids!

For more information, contact info@changeforkids.org

“I have been volunteering for great causes since I was a young girl. Some organizations have had questionable objectives; however, Change for Kids has consistently shown that the needs of the children they serve are always the only priority.

My absolute favorite activity has been volunteering to read to the students of P.S. 81! I encourage anyone with a beating heart to open it and take Change for Kids up on any volunteer opportunities that arise.

There is no downside in volunteering your time for a worthy cause!”

-Doris Allen, Change for Kids Volunteer
THANK YOU

FOR BEING A PART OF THE CFK VILLAGE.
TOGETHER WE ARE MAKING CHANGE FOR KIDS
#WHYCFK