



# Phipps Community Development Corporation

## 2008 Annual Report



## FROM THE EXECUTIVE DIRECTOR/CEO

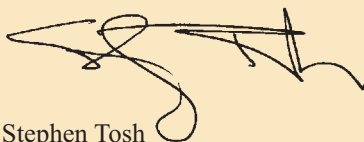
Dear Friends,

As I look back over the last twelve to eighteen months, I am struck by the dramatic political and economic changes that have significantly altered the context in which we work. While we have always faced difficult challenges, we have never had such a 'perfect storm' with such an immediate and deleterious impact on the nonprofit sector and, more importantly, on the people we serve.

With little or no savings, the working poor have less of a cushion when they lose their jobs. They immediately face tough choices and financial crisis, and must compete in a shrunken job market against people with significantly more education and experience. Under these circumstances, it is much harder to make critical investments in the education and skill acquisition needed to ensure stability and a positive future.

Despite a high degree of uncertainty and severe budget challenges, we at Phipps CDC must stay focused on the core issues that have always driven our efforts. Our work is more needed than ever; our programs must continue to be of the highest quality and address the most critical issues faced by our constituents. As you read this annual report, I think you will see that, thanks to talented and dedicated staff, a strong board, and generous public and private support, we continue to effectively help people acquire the personal and social resources they need to successfully pursue their educational and vocational goals, raise families, and become active in their communities.

We appreciate the support and generosity of our donors. Your willingness to continue to help those less fortunate at a time when many of you are facing economic challenges of your own is truly commendable. It is only with your support that we can do our work.



Stephen Tosh

**New York City is a dynamic landscape of diverse cultures, vibrant neighborhoods and varied economic levels – this is part of what gives our city its richness and texture. Yet, not all neighborhoods are thriving. In some communities residents have limited opportunities to excel, and young people have too few resources to succeed. With an eye for potential and tools to help people acquire skills and accomplish goals, Phipps Community Development Corporation serves to assist people in effecting positive change in their lives, and the community around them.**

### ENSURING SHORT-TERM EFFORTS HAVE LONG-TERM EFFECTS

Building a foundation for personal development and community engagement is an ongoing commitment, and Phipps CDC has always balanced addressing people's immediate needs with helping them develop skills that will serve them in the long term.



Our Head Start programs provide young children the essential educational and social skills that offer a pathway to school success; they also offer full-day child care so parents can work and pursue educational opportunities. Summer Youth Employment, which meets the immediate goal of jobs for teens and young adults, is supplemented by workshops that focus on skill building and career exploration. And service learning, a key element in much of our programming, offers exposure to new experiences and skills through projects and special initiatives while creating a concern for the community, and the world beyond.

We know that many people in the communities we serve face challenges that make it more difficult to achieve even short-term goals. Some adults may not speak English or even be fully literate in their native language. Some teens have dropped out of school and don't possess the basic literacy to study for their General Equivalency Exam. Some women have children they must care for, and some young people have gone down the wrong path and been involved with the justice system.

Even with our focus on early engagement and positive youth development, we can't ignore the remediation needs of these constituents. They may not be easiest to engage but they are members of our community and our commitment to them is no less than our commitment to those who are most motivated and easiest to serve.



The communities where we focus our efforts can never flourish if significant numbers of people do not speak English, have not completed high school, or lack skills that will enable them to secure decent jobs with benefits and opportunities for advancement.

## THE FINANCIAL EMPOWERMENT CENTER

On June 19, 2008, Mayor Bloomberg announced the launch of the Phipps Financial Empowerment Center, New York City's first such center offering free financial counseling. This pilot program was spearheaded by the Department of Consumer Affairs' Office of Financial Empowerment, with initial funding provided by the Insurance Industry Charitable Foundation.

The Financial Empowerment Center was created to increase access to banking and financial services and build skills in managing personal finances in the target community of Melrose, and to determine the effectiveness of such a program for replication throughout the City.



The concept began in 2007 with a community-based financial services study in partnership with the Office of Financial Empowerment. Participants of Phipps CDC's NYC Works and Back to Work employment programs conducted focus groups and surveyed Melrose residents to assess the availability of financial products and services in the community. Study findings showed that existing financial products and services did not meet the needs of individuals with low incomes, causing many to use alternative, more costly services.

Housed in our newest community education site, the Phipps Opportunity Center in the Melrose section of the Bronx, the Center features a senior program manager and two full-time counselors trained in money management, budgeting, banking options, savings and investment strategies, credit issues, debt relief, and consumer rights and responsibilities.



Through the City's coordinated consumer awareness campaigns, public events, extensive media coverage, and our own local outreach, the Financial Empowerment Center has reached a significant number of residents and referral partners in the Melrose community and beyond. In six months, more than 130 clients had received counseling or attended workshops, with approximately 25% referred through 311, New York City's central help line. Counselors have also presented workshops at local colleges, high schools, and community centers,

and have collaborated with several other Phipps CDC programs, to provide education and awareness and help to build the financial literacy that so many of us take for granted.

## PHIPPS CDC AND THE NEW YORK CITY AGENDA

The Commission for Economic Opportunity, appointed by Mayor Michael R. Bloomberg to make recommendations on strategies to reduce poverty in New York City, identified three target groups – working poor adults, children five years old and under, and young adults aged 16-24. Guided by the recommendations of the Commission, the NYC Center for Economic Opportunity (CEO) was established to implement innovative poverty-reduction programs through the capacity and expertise of community-based organizations, such as Phipps CDC.

Phipps CDC's overall philosophy and program strategy is in alignment with the City's poverty-reduction and community-building goals as the City addresses these issues by leveraging existing resources and organizations with a strong foothold in the communities with the greatest need. We are proud to collaborate as a service provider on several of these initiatives, which are also serving as models for future programs in other parts of the City.

## PAVING A ROAD FOR YOUTH

Phipps CDC programs engage youth as early as preschool to develop skills and attitudes that will enable them to move through educational and social challenges, and make successful transitions that will prepare them to enroll in and eventually graduate from college. There is certainly a preventive aspect to this work as we help young people avoid the all too real pitfalls of substance abuse, delinquency, pregnancy and school failure. The real focus, however, is on positive youth development.

We know firsthand the benefits education, mentoring, and exposure to new experiences can have on a young individual. If youth are able to acquire critical skills and feel they have a positive future, the vast majority will avoid negative behavior as they focus on moving toward their academic and career goals. In that sense, we see our programs as addressing the issue of disconnected teens and young adults by working to keep them connected and engaged in positive, skill-building activities from which they can derive personal satisfaction.

The young people who attend our activities demonstrate great potential and with the proper support, can overcome educational, economic and social barriers. Phipps CDC youth programs are designed to nurture participants' dreams of achieving great things while giving them tangible, practical skills that will provide a solid foundation to support them through their educational and vocational journeys.



## LITERACY CONNECTION

In late 2008, Phipps CDC launched Literacy Connection, a partnership with The New York Public Library, through funding from the NYC Center for Economic Opportunity, to provide intensive classroom literacy instruction for young adults who have dropped out of school and read below an 8th grade level. The City has limited program slots for this particular group, most of whom are too old to attend school at their appropriate grade level, or too young to participate in adult education programs, where many of them end up.

Literacy Connection is offered at two branch libraries in the Bronx – Mott Haven and West Farms – and provides students with an academic curriculum designed to move them toward their high school degree or earning a GED.

Literacy Connection features 20 hours a week of academic instruction, computer classes, and career exploration and work readiness. In addition, case management services are provided to help students address personal obstacles they may be facing.

The program model assesses students' initial grade levels, tracks their progress, and transitions them into an appropriate diploma program. Work readiness training and a college advisement component inspire students to develop ambitious but realistic educational and career goals.

Literacy Connection has been at full capacity with 40 enrolled students and a large waiting list. All students completing the first semester demonstrated notable gains in their quarterly Test of Adult Basic Education (TABE) scores and 67% advanced at least one grade, surpassing the national rate of 40%. Of these students, 50% qualified for enrollment in a diploma or GED program, and some were sent directly for their GED exam.

A poster for the 'CONNECT WITH YOUR FUTURE' program. The word 'CONNECT' is written in large, colorful letters (blue, green, yellow). Below it, the text reads 'WITH YOUR FUTURE' and 'Join Literacy Connection, a FREE education program for young adults ages 16-24.' There are two photos: one of a woman reading and one of a man holding books. The poster lists benefits like working toward a GED, finding internships, and building computer skills. It also lists what the program includes: pre-GED classroom instruction, group activities, free MetroCards, and support services. Registration information is provided for two Bronx locations: Mott Haven Library and West Farms Library. The poster includes a 'REGISTER AT:' section with the address and hours for both libraries. It also mentions that students can register by appointment and provides a phone number for scheduling. Logos for The New York Public Library and Phipps Community Development Corporation are at the bottom.

Classes at two Bronx locations:

Mott Haven Library  
West Farms Library

View complete details at  
[www.phippsony.org/NYPLLiteracy.pdf](http://www.phippsony.org/NYPLLiteracy.pdf)

**ENROLL TODAY!**

### REGISTER AT:

Mott Haven Library  
321 East 140th Street at Alexander Avenue  
Tel: (718) 461-7453

Monday – Wednesday – Friday  
10:30am – 12:00pm and  
3:00pm – 4:30pm

Students may also register by appointment.  
Call (718) 461-7453 to schedule with a  
Literacy Connection staff member.

## NYC JUSTICE CORPS

A notable subset of the young adult population identified by the Commission for Economic Opportunity is the thousands of youth, aged 16-24, returning to their communities after incarceration, or involvement with the criminal justice system. These young people need housing, education, employment training, job placement, life skills, and violence and substance abuse prevention. As one of two organizations selected to pilot NYC Justice Corps, Phipps CDC delivers a comprehensive work readiness, service learning and case management program to 140 young men and women in targeted zip codes in the Morrisania section of the Bronx.



NYC Justice Corps has been designed as a six-month intervention in which groups of participants participate in three phases of activities: orientation, job readiness and life skills training; community benefit service projects; and internships; while receiving a stipend for their time in the program. There is a formal evaluation being conducted, which includes a control group, and all participants are selected by lottery.

Phipps CDC launched its NYC Justice Corps program with the first cohort in October 2008. By year end, the group of 31 participants had completed its work readiness component at a 97% retention rate. Recruitment of the second cohort took place in December 2008 and assigned 23 new members. Current program statistics show that a large majority of participants is male, although the percentage of females has increased from the first to the second cohorts. The average age of participants is 20-21 and only about one-fourth of participants entered the program with a high school diploma or GED.

The curriculum includes classroom instruction, group projects and presentations, and support services. Participants also benefit from referrals to other Phipps CDC programs such as pre-GED instruction, financial literacy, and a fatherhood group to help prepare them for daily life after graduation from the program.



Addressing the needs of young adults who are not enrolled in school or working, is a central component of New York City's efforts to reduce poverty. Defined as "disconnected" youth, these young people reside in communities where schools are not meeting achievement standards, and employment prospects and training opportunities are limited. They generally lack high school diplomas, have inadequate reading and math skills, and may face a range of personal challenges that limit their ability to lead productive lives.



Helping youth recognize needs in the world around them and realize the potential influence they yield can lead to lifelong civic involvement, which is critical to the growth and success of the communities we serve.



### YOUTH ACTION AS A FOUNDATION OF VIBRANT COMMUNITIES

Our focus on positive youth development has incorporated community action and service learning into many of our teen and young adult programs. Educational and collaborative experiences serve to remind youth of their membership in a larger environment and foster their ability to observe and contribute to it.

In early 2008 Phipps CDC launched Teen ACTION, a service learning program sponsored by the NYC Department of Youth and Community Development as part of NYC's Center for Economic Opportunity. The program successfully engaged more than 100 teens in community service activities suggested by the teens, themselves. Each activity included an educational component and teens studied the issues they were supporting: cancer awareness exercises led to volunteering as greeters and cheering squads at the Avon Walk for Breast Cancer; learning about issues affecting the elderly inspired a group to visit senior citizens at the Morris Park Nursing Home and "show some love" on Valentine's Day; and a fashion/talent show organized by the teens required food items for donation to a homeless shelter as part of admission.

The Teen ACTION group also took an active role in the presidential election with a voter registration drive. After participating in activities focused on national youth issues and an instructional workshop with the NYC Voter Assistance Commission, our teens took to the streets of West Farms encouraging community members to fulfill their civic duty and register to vote. The teens surpassed their goal of 100, registering a total of 147 individuals by the end of the campaign.



**While this review of 2008 has placed special focus on initiatives launched in partnership with the NYC Center for Economic Opportunity, Phipps CDC made great strides across all program areas, from early childhood education to services for seniors. Read about the past year's successes in our [2008 Program Highlights](#) both in print and online, or learn about all Phipps CDC programs and services at [www.phippsny.org](http://www.phippsny.org).**

## HELP US MAKE A DIFFERENCE

### STATEMENT OF ACTIVITIES

Year ended December 31, 2008

#### REVENUES

Program Grants and Contracts	\$15,019,943
Contributions	1,934,776
Fundraising Events	937,925
<b>Total Revenue and Other Support</b>	<b>17,892,644</b>

#### EXPENSES

Program and Grant Expenses	14,309,167
Management and General	2,242,718
Fundraising	602,382
<b>Total Expenses</b>	<b>17,154,267</b>

**Income from Operations** 738,377

**Loss on Endowment** (1,867,694)

**Net Loss** (1,129,317)

**Pension Liability Adjustment** (757,214)

**Decrease in Net Assets** (1,886,531)

**Net Assets Beginning of Year** 11,468,646

**Net Assets End of Year** \$9,582,115

For complete audited financial statements, please contact Phipps CDC at (212) 243-9090.

We are confident in the long-term value of our work and the legacy we seek to create. The impact of Phipps CDC programs and our involvement in the communities we serve are not fleeting – they happen over time and have a lasting effect.

Phipps CDC budget priorities and fund allocation support our mission to provide quality services. While most of our programs are funded through specified grants and private donations, approximately 50% of all non-designated contributions are directed to under-funded programs to ensure the continued delivery of some of our most highly demanded services.

Here are some ways you can support Phipps CDC and help to provide education, skills, and resources for children, young adults, working families, and seniors in low-income communities of the Bronx and Manhattan:

#### DONATE

Support a particular program or **make a general contribution** and allow us to direct your gift where funds are needed most.

#### Mail your check payable to:

Phipps Community Development Corporation  
at 902 Broadway, New York, NY 10010

#### Make a secure online donation at:

[www.nycharities.org](http://www.nycharities.org)  
Search "Phipps Community Development Corporation"

#### PARTNER

**Get your company or colleagues involved** in special events, seasonal activities, or learning opportunities for our participants. For more information, call (212) 243-9090, ext. 355.

#### JOIN OUR EMAIL LIST

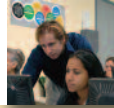
Be the first to learn about program milestones, new initiatives, and how our efforts are making an impact on individuals and their communities. **Sign up at [www.phippsny.org](http://www.phippsny.org)**

#### And SPREAD THE WORD!

Phipps CDC is doing good work every day. Help us raise awareness about the needs in our communities and the positive results our efforts can bring.

**We thank you for your support.**

In the News...



Following in the footsteps of the success of its West Farms Tri Center (WFTCO), Phipps Community Development Corporation (Phipps Opportunity Center, a new community educational center) is opening a new location in the South Bronx. The brand new facility represents Phipps to a new neighborhood and the launch of several programs in City agencies.

"We are truly excited about the Phipps Opportunity Center meeting a range of academic and vocational needs in this corner of the Bronx," said Phipps CEO, Stephen Tash. "With ESL, Literacy, and other programs, we are committed to providing the best possible education for our students."



**Chefs for Humanity team up with Children's Museum for food workshop**

BY TANYANKA SAMUELS

Some students in the South Bronx became Top Chefs recently during a two-day workshop about healthy eating.

The nonprofit Chefs for Humanity teamed with the Children's Museum of Manhattan for the food workshop at the Phipps Classic Center in the South Bronx.



**Financial literacy now! Power in dollars & cents Here's a place for fiscal answers**

By Cynthia Berman

Bank accounts. Money orders. How to deal with the numbers. These are just some of the topics that were covered at the recent financial literacy workshop held at the Phipps Opportunity Center. The program was designed to help young people in the South Bronx learn how to manage their money and take control of their financial future.



**Financial Empowerment Center gives help for a better life**

BY MYLES SICKLES MILLER AND AMANDA VAZQUEZ

**CHILDREN'S PRESERVE**

This is part of a series of reports in Bronx Beat on issues that affect kids by the young journalists of Children's Preserve, which gives kids an opportunity to represent themselves in the media. The program invites young people, aged 8 to 18, to interview city officials on issues that directly affect them and publishes their stories in newspapers and on Web sites. Visit [www.cpbnews.org](http://www.cpbnews.org) for more information or to submit story ideas.

It is the nation's poorest congressional district - and finally residents of Melrose are getting some much-needed financial advice. The Financial Empowerment Center, at Third Ave. and 179th St., opened last month to help poor borough residents out of poverty by offering financial classes and educational programs.

"Poverty in the Bronx is bad. People do what they have to do - hustle, selling drugs and stealing," said Angel Lopez, 19. By helping parents, the center hopes to help young Bronx residents live a better life.



**Free Advice for Mounting Credit Card Debt**

Tuesday, October 07, 2008

The Phipps Financial Empowerment Center profiled on WABC News Seven On Your Side.



# Phipps Community Development Corporation

902 Broadway, New York, NY 10010  
(212) 243-9090 • [www.phippsny.org](http://www.phippsny.org)

Phipps Community Development Corporation is a multi-service nonprofit that provides a comprehensive network of educational, vocational and community development programs for communities across the Bronx and Manhattan.

Phipps CDC serves approximately 8,000 children, teens and adults in more than 40 programs and continues to expand. On-site and neighborhood-based social, education, and career services include: Head Start, after-school, summer camp, literacy and ESL, GED, college prep, work readiness, resident support, and family programs. These services are funded by government grants and contributions from foundations, corporations and individuals.

Phipps CDC is the social services affiliate of Phipps Houses, New York City's oldest and largest nonprofit developer of affordable housing.