

CHILDREN of the city

FALL ISSUE 2009

PricewaterhouseCoopers & New York Cares serve Kids a Healthy Dose of **FUN!**

PricewaterhouseCoopers the international Tax Advisory giant partnered with Children of the City sponsoring 2 major summer events benefiting our children and their families.

On July 22 2009, **PricewaterhouseCoopers (PwC)** donated 95 brand new bikes that their staff assembled. For many of the kids the bicycles made by the financial consultants were the first they have ever owned or ridden. Then on July 31st, employees from **PwC**



gathered at our HQ to organize and host a Carnival. **PwC** secured all the supplies, materials, games and prizes for the event. Also in attendance were our partners from Metro Health Plus who provided health

screening services for adults; Radio Disney was also on hand to provide music and entertainment. "Studies show that children do better in school and home when they have a safe outlet for recreation" shared Joyce Mattera. Big thanks to **New York Cares** for facilitating our connection to PricewaterhouseCoopers.



NASDAQ invites COC to Ring the Closing Bell



In honor of the "Champions of Hope" Benefit Gala, the Founder and Executive Director of Children of the City was invited to preside over the NASDAQ Stock Market Closing Bell on Wednesday, July 29, 2009 at 4PM. David Wicks, Vice President of NASDAQ OMX welcomed Joyce Mattera to the NASDAQ MarketSite and in his comments, Mr. Wicks shared:

"Joyce, I'd like to congratulate you and the entire Children of the City organization on the steps you've taken to indeed make a difference. You're leading an organization that has succeeded in impacting the lives of so many young people, by offering opportunities for achievement and success – opportunities that they would not otherwise have had the chance to experience. We hope that today's market close brings further awareness to these efforts."

Through the ups-and-downs of the stock market, the mission of Children of the City remains the same: investing in the futures of children.

Summer Program Results

2009 SUMMER PROGRAM RESULTS SHOW MARKED STUDENT IMPROVEMENT

The 2009 “Create Success” Summer Program results are in!

Students completed the July-August 2009 Summer Program at Children of the City and were carefully assessed using NYS Board of Education recognized standardized tests. As has been our consistent outcome over the past five years the results showed that 93% of students increased in Strategy Knowledge levels, 95% of students increased in DRA (Developmental Reading Assessment), and 25% of students increased one whole grade level during the course of the summer program.



Many students reported feeling optimistic & confident about the upcoming school year. This is especially significant given the widespread discouragement felt by many students that contributes to the neighborhood's 48% dropout rate. Exit interviews suggested our program has a positive effect on deterring young people from harmful behaviors. Students said that as a result of their involvement, they were less likely to be involved in gangs, drugs, or violent behavior. Create Success is the only academically driven out-of-school-time program in the community that continues year-round, keeping children's academic abilities active and sharp while improving their reading abilities and their math and writing skills.

Special thanks to Councilwoman Sara M. Gonzalez, TD Charitable Foundation, Senator Martin J. Golden, and The Charles Hayden Foundation, for their support of our “Create Success” program.

Howl of Defeat No More

Emanuel is a fifth grade student, a bright eight year old who at first would not even attempt to read. Once a Emanuel would stumble at a word, let out a wild howl of defeat, and shut down. Through popcorn reading, a shared reading exercise done with the class, Emanuel overcame his shyness and learned to read aloud.



Now, Emanuel enjoys his turn to read, and even volunteers to read first.

When he comes to a word he doesn't know he sounds it out as the class encourages and helps him. Even when it comes to math, Emanuel is pushed to challenge himself. Today, Emanuel is the first one to open up his notebook, copy down the notes and really try to comprehend the material. He feels pride in knowing that he is accomplishing fifth grade material, and daily rises to his academic challenges with a bold attitude rather than an attitude of defeat.

Once you learn to read,
you will be forever free.

—Frederick Douglass

Reaching inner city children and youth with hope, guidance, and resources to positively affect their lives and communities, breaking the cycles of poverty and its effects.

2009 TOY DRIVE OFFICIALLY LAUNCHED!

This December over 500 children will gather together at a special event that Children of the City hosts. Each child in attendance will receive a brand new age-appropriate gift wrapped by volunteers prior to this special event; you are welcome to join us for one of these evenings (Dec. 16-17) of gift wrapping toys.

Special donations can be made to purchase gifts for children, many whom would not be able to receive any gift this year were it not for Children of the City.



MAKE YOUR YEAR-END TAX DEDUCTIBLE GIFT COUNT

As 2009 comes to a close, won't you consider making a **year-end tax-deductible financial gift** to Children of the City? Your support allows us to continue to build on our strong academic programs, provide outreach to families in our community, combat the cycle of poverty, and expand the number of people we reach. This time of year presents a wonderful opportunity to support such a worthy cause and receive a tax-deduction for your gift. During this season of giving, I hope you will consider being as generous as possible. **The "Children of the City" depend on you!**



2009

DA Hynes Honors

Brooklyn's Extraordinary Women

Kings County District Attorney Charles J. Hynes honored Children of the City Founder and Executive Director Joyce Mattera at his third annual Extraordinary Women's event. In honor of Women's History Month, Joyce was recognized for her accomplishments and contribution to the Sunset Park community. At a ceremony in the Ceremonial Court Room at Brooklyn Borough Hall, District Attorney Hynes bestowed on Joyce the title of Special Ambassador, formally acknowledging the work she has done for the last 28 years.



Because of your support, we are able to make a difference in the lives of hundreds of families every single day. With the help of many community volunteers, we have visited the homes of hundreds of children, assessing their needs and referring them to various services, as well as facilitating their attendance at a weekly prevention program. The organization has grown steadily and for almost 30 years has been working with over 1000 children annually, making 800 home visits each month and connecting the children to much-needed services.

2009 has been an amazing year and we look forward to the continued success that this upcoming year will bring. Thank you for your ongoing and faithful support

CHAMPIONS OF HOPE BENEFIT

Gala

Champions of Hope Gala
once again a smashing hit!

JULY 2009



Gwyneth Paltrow presents
an award to Councilwoman
Sara Gonzalez



David and Leilah Tyree



Special guests Academy Award-winning
actress Gwyneth Paltrow and
WABC-TV Senior Meteorologist Bill Evans



Children of the City
Board of Directors

COMING
Soon
2009 Gala Book



We welcome your donation either by mail or the web:

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