

Message from the Executive Director

The coming of autumn is a time for introspection and reflection. BronxWorks concluded a busy summer and as we enter autumn we pause to examine our achievements of 2010.

This has been exciting and challenging times for BronxWorks. We began the year with the opening of two new locations, the Betances Community Center and The Brook supportive housing building. Programs at both sites are now part of our network of services.

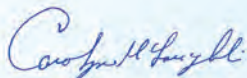
In May, we hosted our annual event at the Hard Rock Café at Yankee Stadium, attracting over 150 friends and supporters as we honored Bill Aguado, Sean Delany, and John Fouhey, three people who have contributed immensely to our success.

Our summer was quite impressive, with BronxWorks engaging over 400 children in camp programs at three locations and placing a like number of teens in jobs via the Summer Youth Employment Program. Several programs had back to school events, providing hundreds of children with much-needed school supplies.

Our Living Room drop-in center has been relocated and expanded to include a Safe Haven that will further enhance our capacity to provide a continuum of care for the street homeless. Its September ribbon cutting was attended by nearly 100 persons, including Department of Homeless Services Commissioner Seth Diamond.

BronxWorks has been able to accomplish a great deal despite a difficult economic climate because of our committed board, dedicated staff, and caring supporters. We look ahead to the future with renewed hope and great anticipation.

Best Regards,



Carolyn McLaughlin

JUSTICE SOTOMAYOR RETURNS TO THE BRONX



Photo: DelMundo

Justice Sotomayor with BronxWorks children.

“Your library card is your passport to anywhere you want to go.” With those words, Supreme Court Justice and Bronx native Sonia Sotomayor revealed the secret of her success to the children from the BronxWorks summer camp and The Point. Her appearance at Lehman College in August, a thrilling experience for the youngsters, was part of the Bronx Children’s Museum’s “Dream Big Initiative.”

Justice Sotomayor recalled her days of youth and noted how books borrowed from the neighborhood library enabled her to broaden her horizon. She encouraged the youngsters in attendance to take advantage of the local New York Public Library branches that dot South Bronx communities.

Over 100 youngsters participated in artwork projects such as painting, photography, printmaking, and puppetry they proudly showed to their honored guest. Having grown up in a Soundview housing project here in the Bronx, Justice Sotomayor speaks from experience about “dreaming big.”

The event, hosted by Sonia Monzano of Sesame Street, included special guests Congressman José E. Serrano, Mayor Michael Bloomberg, and Bronx Borough President Ruben Diaz, Jr.

Living Room Ribbon Cutting Draws Nearly 100



Photo: Dan Senes

Carolyn McLaughlin with honoree Danny Kronenfeld.

BronxWorks had a ribbon cutting ceremony for its new Living Room drop-in center and safe haven for street homeless adults on September 15th. Located at 800 Barretto Street in Hunts Point, the 24-hour service site is the only one of its kind in the Bronx.

New York City Department of Homeless Services Commissioner Seth Diamond, Assemblyman Marcos Crespo, and Paul Lipson, the chief of staff for Congressman Jose E. Serrano, were among those on hand for the ceremony. They all praised BronxWorks for playing a significant role in reducing street homelessness in the Bronx, which has declined by 70% since 2005.

Building owner Max Blauner, retired Davis Polk partner John Fouhey, architect Marc Kemeny, and homeless services pioneer Daniel Kronenfeld were recognized for their efforts in support of the Living Room. Kronenfeld, the retired executive director of the Henry Street Settlement, had the Safe Haven wing of the center named "Danny's Place" in his honor.

Marvin Sheppard, a 10-year US Marine Corps veteran who had been homeless, spoke at the gathering. He came to the Living Room in 2007 at the urging of the BronxWorks Homeless Outreach Team (HOT), receiving counseling and housing help. Mr. Sheppard now has his own apartment and is pursuing job leads.



Photo: Dan Senes

Dept. of Homeless Services
Commissioner Seth Diamond.



Photo: Dan Senes

Assemblyman Marcos A. Crespo.



Photo: Ashlei Quinones

Former Living Room client Marvin Sheppard.

BronxWorks Posse Scholar Begins Junior Year at Pennsylvania College

Edwin Rodriguez has always had dreams of making it big. However, growing up in Mott Haven, a South Bronx neighborhood with a reputation for high crime and low-income, he didn't exactly know how he was going to make those dreams become true. What he did know was an education is important to realizing success. He learned that from his mother. Under her guidance Edwin became an A student.

Despite Edwin's good grades, the idea of going to college was daunting. His mother, a single parent, could never afford college tuition on her meager income. The process of applying to college was an overwhelming task itself. Where would he even begin?

It wasn't until Edwin became a student at the Community School for Social Justice, a BronxWorks-sponsored high school, that he found the help he needed. Edwin at-

tended classes led by qualified teachers who saw his potential, nurtured it, and taught him to think critically. They encouraged him to join the BronxWorks Youth Council and the school's Social



Photo: Dan Senes

Edwin Rodriguez speaks at the 2008 BronxWorks annual event.

Action Club, where Edwin honed his leadership skills. Above all, faculty encouraged him to go to college.

To help with this, Edwin was connected to the BronxWorks Center for Achieving Future Education (CAFÉ), which facilitated college campus tours and offered financial aid workshops for him and his mother. The idea of attending college was becoming reality.

Seeing his leadership and academic potential, CAFÉ staff nominated Edwin for a scholarship from the Posse Foundation, which provides exceptional students of culturally diverse backgrounds with a four-year award to top notch universities. After successfully interviewing with Posse judges in 2007, Edwin became a Posse Scholar.

Now in his junior year at Dickinson College in Pennsylvania, Edwin is pursuing a bachelors degree in American studies and hopes to study law at Columbia University in two years. Says Edwin, "Without BronxWorks, I would not have gotten this opportunity."

A Bright Future for New Graduates

A commitment to school values, active participation in school and community events, and overall positive behavioral changes won for Jorrell Perry the Improved Student Scholarship when he graduated from the Jill Chaifetz Transfer School in June. An impressive essay, describing how he was able to overcome adverse conditions with the help of those who guided and supported him, earned for him the coveted award.

Out of the 33 students of the graduating class, 28, including Perry, are pursuing a college education this fall. The 85% college attendance rate is well above the overall rate for South Bronx youth who graduate high school.



Photo: Dan Senes

Members of the 2010 graduating class at JCTS.

BronxWorks Outreach Efforts Help Boost Census Response

BronxWorks played a decisive role in raising awareness of the importance of the 2010 census. Thanks to an outreach initiative funded by the New York State Department of State and the New York Community Trust, BronxWorks was able to make presentations and provide information on the decennial count at schools, senior centers, parks, and neighborhood centers. Our efforts, which also included appearances on TV programs and newspaper editorials, helped increase the census form mail-back response rate from 57% in 2000 to 65% in 2010. Two neighborhoods we targeted for outreach, Melrose and Mott Haven, had 2010 mail-back rates of 64%. The improved response rate will help insure that the Bronx receives millions in federal resources over the next 10 years.



Photo: Dan Senes

A Bronx resident visits information table at census outreach event.



Photo: Ashlei Quinones

SYEP participant with BronxWorks staff member (right).

BronxWorks SYEP Places 400 Youth

For the second consecutive year, BronxWorks coordinated the Summer Youth Employment Program (SYEP). Some of the institutions where the 400 youngsters were placed included Best Buy, Forman Mills, Target, the Mary J. Blige Foundation, the Caribbean Cultural Center, and the Harvest Home Farmers' Market. Others worked at BronxWorks sites such as the Early Childhood Learning Center and the Community Center kitchen.

Pedal-Pushing for the Kids

On a sunny day this spring, 30,000 cyclists began a 42-mile ride, the TD Bank Five Boro Bike Tour, which took them through streets all over New York City. For 17 cyclists, the rigor of the ride was accompanied by a goal — to raise funds to support the children's programs at the three BronxWorks temporary family residences.

Andrew Heilakka, a biker, decided to ride and raise funds for BronxWorks after seeing what vital services we provide via our website. "It's hard to comprehend how many lives this organization has changed through decades of service," he said.

On behalf of the many homeless families we serve, we would like to give a HUGE thank you to all of our 2010 riders and their supporters. Thanks to your efforts, BronxWorks secured \$12,000 and met its goal.



Bikers (l.-r.) Julio Cardenas, Tamara Lipshie, Brian Acosta, Karinna Guillen, Jane Rosenthal, and Christine Booth.

The New York Section of the National Council of Jewish Women



Carolyn McLaughlin with NCJW volunteer, Nicky Heller

Ms. Lorie Slutsky, the president of the New York Community Trust, once described the collaboration between BronxWorks and the New York Section of the National Council of Jewish Women (NCJW-NYS) as “a model partnership.” Volunteers from NCJW-NYS helped us launch the Home Instruction for Parents of Preschool Youngsters (HIPPY) program in 1992. Since that time, HIPPY has enrolled over 1,600 families and over 1,800 pre-school children, enabling parents to be effective first teachers while readying South Bronx youth for kindergarten and laying a solid foundation for later school years.

“BronxWorks would not have a successful HIPPY program without the support of NCJW,” says development director Ken Small. “Their volunteers have raised funds, engaged elected officials, and supported a host of child-centered or family-focused activities.” In the last 10 years, NCJW-NYS has raised \$165,000 for HIPPY.

“The NCJW volunteers never miss a Thanksgiving celebration, holiday party, or spring graduation,” says BronxWorks HIPPY coordinator Judith Santos. “They always find ways to enhance whatever we do.” The women from NCJW are equally positive about the BronxWorks HIPPY program.

“NCJW and BronxWorks have had a wonderful partnership for so many years because both organizations listen to one another,” says long-time volunteer Nicky Heller. “We have open communication and honest dialogue.”

CHILDREN AND YOUTH PROGRAMS

- Early Childhood Education
- After-School
- The Betances Community Center
- Summer Day Camp
- Adolescent Development
- Dropout Prevention
- College Advisory Services
- The Community School for Social Justice
- Jill Chaifetz Transfer School

FAMILY SERVICES

- Walk-in Information & Referral
- Family Childcare Network
- Homelessness Prevention
- Foster Care Prevention
- Single Stop
- Health Insurance Outreach
- Food Stamp Outreach
- Family Literacy

SERVICES FOR SENIORS

- Senior Centers
- Housing Assistance & Minor Repairs
- Elder Abuse
- Mental Health

HOMELESS CARE

- Homeless Outreach
- Drop-in Center
- Family Residencies
- Relocation Assistance
- Permanent Supportive Housing

EMPLOYMENT SERVICES

- Job Readiness Training
- Skills Training
- Job Placement

POSITIVE LIVING/HIV AIDS

- Case Management and Housing Assistance
- Family Support Programs
- Nutritional Assistance
- Prevention Education

IMMIGRATION

- Legal Assistance
- ESL and Citizenship Classes

BOARD OF DIRECTORS

Officers

David McLean, *Chair*
Janice Hart, *Vice Chair*
Stan Freilich, *Treasurer*
Marc Kemeny, *Secretary*

Members

William Aguado
Lea Ling Beh
Gordon Campbell
Roy Cosme
Vito DeSantis
John Fouhey
Marshall Green
Christian Lee
Judith Leonard

Emily Menlo Marks
Kira Mendez
Bruce Phillips
Jean Smith
Hilary Spann
Lena Townsend
Adele Ursone
Charles Wilcox
Virginia Wong



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PEOPLE WHO MAKE BRONXWORKS GREAT: DAVID MCLEAN

David McLean is our new board chair, elected to that position in March. He joined the BronxWorks board in 2006, at the urging of Sean Delany, then our board chair. David was at the time a board member for the Lawyers Alliance for New York, where Sean continues to serve as executive director.

“Sean had told me that BronxWorks is a top-notch organization doing terrific and important work,” says David. “He was right, and I’m proud to be part of the team.”

Born in the Pacific Northwest, David has lived in New York City all his adult life. He came east to school in his teens, settled in the



Photo: Dan Series

David spent most of his career at Coopers & Lybrand, a major accounting firm, ultimately becoming its general counsel. He retired in 2001 from its successor, PricewaterhouseCoopers.

At BronxWorks, David has served on the Program and Finance &

city after graduating from law school, where he met Sheila, his classmate and wife of 40-plus years.

Audit Committees. He joined the Strategic Planning Committee when it was formed in 2009. “Working with my very able colleagues and with our wonderful executive director, Carolyn McLaughlin, to implement our strategic plan was an especially fulfilling task,” says David. As an outgrowth of that effort, BronxWorks is now completing a fundraising assessment and plan.

David is particularly impressed with BronxWorks staff. “They deal daily with an incredible range of activities. Doing these things well requires skill, empathy, practical knowledge, and common sense. They are terrific.”