



NYC  
MISSION  
SOCIETY: 

ANNUAL REPORT  
7.1.16-6.30.17





# JOURNEYS TO SUCCESS

In our 205<sup>th</sup> year, the Mission Society continues to find new and engaging ways to educate and empower children and families living in underserved communities in New York City.

With the support of private foundations and individual donors like you, we are realizing our commitment to narrowing our focus and strengthening our educational programming. In 2014, recognizing that 93% of students in our afterschool programs were attending failing schools and not proficient in reading or math, we set out to develop five engaging, hands-on and culturally relevant curricula that provide literacy support, STEM exposure, 150 hours of music instruction, and social emotional learning.

Developed by a team of master's level educators—LitUp!, Pages to Stages, Innovation Station, Mission: Success and GRIOT—are aligned with common core standards and provide engaging, hands-on experiences that support school day learning. Last year nearly 1,000 elementary and middle school students in our Power Academy programs—in five NYC public schools in Harlem and the Bronx—took part in these structured activities.

Recent grants from Citi, Voya, PIMCO and others have reinforced our commitment to supporting our high school students as they apply for their first jobs and prepare to attend college. This year, our high school graduation rate reached 91% at two of our five Learning to Work programs. To improve post-secondary success, the Mission Society hosted a college fair, overnight college tours, financial aid, and financial literacy workshops, and provided other individualized support. These services are critical for first-generation college students as they develop plans for their future.

We could not do this work without our dedicated staff, Board, and volunteers, who remain committed to our mission to reduce intergenerational poverty through high-quality educational opportunities. With your support, we will continue to expand and evaluate our efforts in the coming year.

As we report and reflect on our mission to educate and empower children and families, you will meet three of our students who agree to share their personal stories with you. We invite you to share their success by planning a visit to our programs; we hope that you too will be inspired!



*Elsie*  
**Elsie McCabe Thompson**  
President

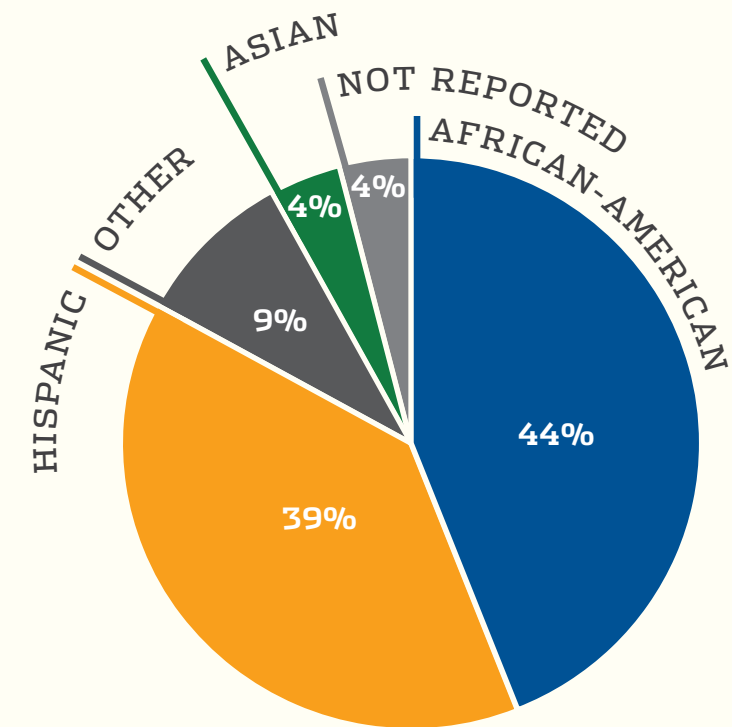


*Derek*  
**Derek Steinhiser**  
Board Chair





## WHO WE SERVE



**\$ 31,434 IS THE AVERAGE MEDIAN HOUSEHOLD INCOME IN THE COMMUNITY DISTRICTS WE SERVE**



**100% OF PARTICIPANTS ARE LIVING IN NEIGHBORHOODS WITH HIGHER THAN AVERAGE POVERTY RATES**



**52% OF PARTICIPANTS LIVE IN SINGLE-PARENT HOMES AND/OR ARE IN FOSTER CARE**



**77% OF PARTICIPANTS QUALIFY FOR PUBLIC BENEFITS**





# SEEDING CHANGE

**Power Academy** closes the educational achievement gap through curriculum-based STEM and literacy activities for students in grades K-8 attending afterschool, Out of School Time, and summer day camp programs.

**Innovation Station** explores the process of scientific inquiry through regular hands-on “engineering” challenges like building a suspension bridge using gumdrops and toothpicks!

**LitUp!** is our earliest opportunity for intervention when closing the achievement gap. Designed for grades K-1 with consideration for English Language Learners, LitUp! builds foundational literacy through phonics and engaging read-aloud activities for children.

**Pages to Stages** uses culturally sensitive folktales and fables coupled with the dramatic arts to reinforce foundational literacy skills and empower young readers at every level.

**Summer Power Academy** offers the opportunity to halt the summer learning slide through a full day of engagement with our students. Each year our educators develop camp themes that include instruction, hands-on learning opportunities, and exciting field trips. Over the summer, students visit zoos, botanic gardens, urban farms, science museums, take architecture walks, visit local parks, and much more.





“Success is becoming a better reader, being able to concentrate in class and on my homework, and overcoming shyness.”

Gianna Taveras, Age 10, 5<sup>th</sup> Grade

In the fall of 2012, the Mission Society launched our Power Academy program at P.S. 33 in the South Bronx and Gianna Taveras was one of the first students to enroll. Gianna was an extremely shy kindergartener who struggled with reading and with staying focused in class.

The Mission Society's early childhood literacy programming, coupled with strategies to support her ability to remain on task, proved to be essential in her academic development.

Every week Gianna took part in Pages to Stages, and developed a love for dance and the confidence to perform onstage. Over the past five years, Gianna has performed in several Power Academy productions. Recently, she starred as Belle in the *Beauty and the Beast*.

Five years later, 10-year-old Gianna is

thriving in her fifth-grade classroom and has even begun to take ballet classes. Utilizing the tools provided by the Mission Society, Gianna is reading at her grade level and requires little assistance to stay on task in her classroom.

“She’s been with us from the beginning and we’ve seen her develop from a child who was often scared and anxious, into an outgoing, gracious and friendly young girl,” says Waleska Salcedo, the Mission Society's Program Manager at P.S. 33.

As she prepares to transition to middle school, Gianna continues to enhance her reading skills. Gianna's mother, Vanessa, is actively engaged in her academic success and is confident that her daughter's character and academic skills have positioned her to excel in middle school next year.





# HARMONIZING MATH & MUSIC

**GRIOT** provides free music instruction that reinforces STEM concepts while exploring the cultures and sounds of the African Diaspora. Inspired by Grammy award-winning pianist Arturo O'Farrill and taught by classically trained musicians, GRIOT teaches foundational music concepts, instrument proficiency, and introduces students to music technology while reinforcing STEM skills.







“Success is being a great math student, learning to read music, and mastering the trombone—all for an opportunity to audition with the Fat Afro Latin Jazz Cats.”

**Cameron Prince**, Age 16, 11<sup>th</sup> Grade

Cameron Prince's success in math is because of his involvement in GRIOT. The 16-year-old attends free music instruction offered to our students twice a week at our Central Harlem community center. "I like the feeling music gives you," says the 11<sup>th</sup> grader.

Several years ago, when Cameron was in middle school, his mother encouraged him to enroll in GRIOT. Beginning with percussion, Cameron enjoyed lessons and excelled in reading music while mastering his ability on several percussion instruments. Last year, Cameron began playing the trombone and is quickly developing technique and improvisation skills. "I didn't

have an instrument at home, but GRIOT provided me with one," says Cameron. "I wanted to expand my knowledge about music, and the GRIOT program has taught me about different genres of music."

Cameron says GRIOT also has helped him improve his math skills and confidence. He has recently taken on a leadership role during instruction and also mentors younger GRIOT students as they develop their skills in reading music. "I consider myself a leader on the team," he says.



# OPENING DOORS

**Summer Youth Employment Program** provided workforce preparation and paid internships to youth ages 14-24.

**Harlem Justice Scholars** provided educational support, including GED preparation, college guidance, life coaching and case management services to court-involved youth.

**Learning to Work** increases high school graduation rates by providing students with academic support, college preparation and guidance, career training, and paid internships. Students are 16-21 years old and are either returning to high school after dropping out, or are unable to graduate from a traditional high school because they have fallen significantly behind.

Although the program is called “Learning to Work” and paid internships are an important component of stabilizing students’ lives, the focus across all five sites is on strengthening students’ academic achievement so that they graduate from high school prepared to attend college and enter the workforce. Once students are on a stable course to high school graduation, we provide individualized help that includes college tours and financial aid workshops, as well as panel discussions with entrepreneurs, small business owners, and C-Suite executives.



# IMPACT AT A GLANCE



10,394 **PEOPLE SERVED**



98% **INCREASE IN STUDENT GRADES REPORTED BY PARENTS OF POWER ACADEMY STUDENTS**



**UP TO 91% OF STUDENTS IN OUR LEARNING TO WORK PROGRAM GRADUATED HIGH SCHOOL COMPARED TO 41% OF STUDENTS CITYWIDE\***

\*THIS RATE REFERS TO STUDENTS ACROSS NON-TRADITIONAL HIGH-SCHOOLS



96% **OF LEARNING TO WORK STUDENTS FELT PREPARED FOR THEIR FIRST PAYING JOB**



60% **IMPROVEMENT IN READING ACCURACY AMONG POWER ACADEMY STUDENTS**



100% **OF GRIOT STUDENTS CAN READ MUSIC AND PLAY AN INSTRUMENT**



719 **YOUTH PLACED IN PAID SUMMER INTERNSHIPS EARNED \$ 727,207 WORKING 80,801 HOURS**



# FINANCIALS

## TOTAL ORGANIZATIONAL REVENUE

PUBLIC FUNDING	\$ 6,571,938
CONTRIBUTIONS	\$ 1,042,044
SPECIAL EVENTS	\$ 597,015
INVESTMENT INCOME	\$ 1,170,000
OTHER	\$ 307,554
<b>TOTAL</b>	<b>\$ 9,688,551</b>

## FUNDING ALLOCATION

PROGRAMS	\$ 8,053,020
MANAGEMENT & GENERAL	\$ 1,183,505
FUNDRAISING	\$ 700,119
<b>TOTAL</b>	<b>\$ 9,936,644</b>







**“Success is the confidence to overcome barriers and the determination to achieve any goal you set for yourself.”**

**Arlene Nguyen**, Age 20, College of Staten Island

Arlene is astonished at how quickly her life has changed. In 2015, Arlene was unmotivated, isolated, and unlikely to graduate high school. Her social worker referred her to the Mission Society's high school program, Learning to Work.

When Arlene began the Learning to Work program, her plans were to graduate high school and get a job at Starbucks as a barista. With the support of our advocate counselors and college advisors, Arlene developed confidence, improved her grades and began to focus on graduation and attending college. She participated in enrichment workshops to improve her interviewing skills, attended college

tours, and learned more about the college application process. In no time, the Mission Society provided her with a paid internship and she was accepted into college. Today, Arlene is enrolled in the College of Staten Island and is on her way to becoming a nurse.

“The Mission Society made me feel like I was capable of doing better,” says Arlene. “It helped me get a diploma and that matters because I ultimately want to get a good job in the future.”





# SUSTAINING COMMUNITY

**Community Events** such as our Fall Harvest Festival and Holiday Toy Drive bring together hundreds of staff, volunteers, program participants, and community members.

**Beacon Community Center** provided a diverse variety of activities, programs, and events for community members of all ages.

**The Beacon Family Support Center** kept families together with counseling, safety and risk assessments, and strengths-based case management.







# Remembering **DINA** MERRILL HARTLEY

1923-2017

Dina Merrill Hartley first became involved with the Mission Society in the 1950s through her mother-in-law, Elizabeth Colgate Rumbough, who had been a supporter since the 1920s and passed on this indefatigable giving spirit to her four children and six grandchildren.

Though famous for her long career as an actress of stage, film, and television, Dina Merrill Hartley meant so much more to the New York City Mission Society and all of the children, young adults, and families that she helped through her generosity and compassion. She tirelessly endeavored to turn their obstacles into opportunities, and brought a kindness, a grace, and a sparkle to all of her life roles.

She was, quite simply, an inspiration having leveraged the privilege she was born into and celebrity she earned into a lifelong commitment to leadership and public service. We mourn her loss, and but take comfort knowing that we were blessed to have her as part of the Mission Society family.





## *Honoring* **DIAHANN CARROLL**

Each year, the Mission Society Board of Directors hosts the Champions for Children Gala to celebrate our impact on the economic landscape of New York, and to honor corporations and individuals who embody our commitment to change the lives of New Yorkers through their work and philanthropy. This event is attended by over 300 business, civic and social leaders, advocates, and supporters. This year, we were delighted to honor legendary actress and humanitarian Diahann Carroll!

Born in Harlem, Ms. Carroll is an award-winning actress, successful entrepreneur, and devoted humanitarian. Ms. Carroll attended Camp Minisink as a child and was an honorary member of our Board of Directors. To our alumni, she is affectionately known as a “Minisinker”. Ms. Carroll has appeared numerous times on the Broadway stage, on screen, and on television. She has won Tony and Golden Globe awards, and been nominated for Emmys, Grammys, and an Oscar!

We awarded her the “Dina Merrill Public Service Award” as we continue to be so proud of the many accomplishments and legendary status that Ms. Diahann Carroll has achieved. This was definitely one of the biggest highlights of the year and will be a lasting memory for us all.

*Elsie*



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NYC Mission Society would like to thank those that have supported our mission throughout the years! Below are individuals and funders that have graciously supported us for five years or more. We thank you and could not do this critical work without you!

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July 1, 2016–June 30, 2017







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