



BROOKLYN COMMUNITY SERVICES

EDUCATION AND YOUTH DEVELOPMENT
SCHOOL READINESS
NEW YORK, NY

BROOKLYN COMMUNITY SERVICES

INVESTMENT RATIONALE

WHY BROOKLYN COMMUNITY SERVICES?

Founded in 1866, Brooklyn Community Services (BCS) is one of Brooklyn's oldest social service agencies. Focused sharply on its immediate community, BCS continually evolves its services to meet the needs of its clients and to help them achieve greater self sufficiency. BCS works with individuals and families from the cradle to adulthood. In order to strengthen the organization's holistic approach to poverty reduction, the centerpiece of the current strategic plan is to integrate all services to ensure families have easier access to the services they need to become self sufficient.

WHY INVEST NOW?

Investment in BCS is particularly important at this time to enable the organization to improve service quality despite the economic downturn and city budget shortfalls. Investment will:

- Ensure that BCS continues to operate the Duffield Children's Center at its original "Donut Shaped" location in downtown Brooklyn. The city is considering discontinuing to pay the lease it has traditionally paid in an effort to reduce spending in early education. If the funding is cut, BCS will need to raise additional funding to continue to serve BCS families in this center.
- Enable BCS to serve families who are ineligible for vouchers and need subsidized care.
- Improve agency outcome metrics to better track and understand the impact of its programs.



ALIGNMENT WITH RECOMMENDED APPROACH

Social Impact Research recommends school readiness programs that include the three components shown in the table to the right. This table shows some of the activities the organization undertakes related to each component.

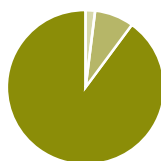
EDUCATION AND CURRICULUM	PARENT SUPPORT PROGRAMS	ACCESS TO COMPLEMENTARY SERVICES
<ul style="list-style-type: none"> ✓ State-validated curriculum and assessment tool ✓ Formal kindergarten transition program ✓ Tool to holistically assess classroom program quality ✓ Program for teachers to pursue higher education ✓ Policy of no expulsions 	<ul style="list-style-type: none"> ✓ Home visits to identify family needs and set goals ✓ Parent advisory committee ✓ Workshops on child development and parenting ✓ Childcare and meals provided during parent meetings ✓ Strategies to encourage involvement of male parents 	<ul style="list-style-type: none"> ✓ Food security, nutrition, and basic needs providers ✓ Primary health, dental, and vision providers ✓ Teacher professional development partner <input type="checkbox"/> Formal referral process for internal and/or external complimentary services

POPULATION SERVED BY BROOKLYN COMMUNITY SERVICES

BCS serves more than 13,000 vulnerable individuals annually in 18 locations. The Duffield Children's Center serves preschoolers, many who are living in poverty and exhibit signs of developmental or language delays.



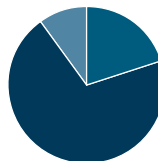
FAMILY INCOME



- 90% Below Federal Poverty Line
- 8% Low-income
- 2% Modest-income

As reported by the organization

RACE AND ETHNICITY



- 70% Black
- 20% Hispanic
- 10% Asian
- 0% White
- 0% Native American
- 0% Other

As reported by the organization

ADDITIONAL BCS PROGRAMS

- Afterschool Literacy Initiative
- Family Day Care
- Family Preventive Services
- Homemaker Services
- Employment Training
- Adolescent Education and Employment (AEEP)
- Clubhouse Programs for the Mentally Ill
- Project Moving On
- Transitional Living Community

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SOCIAL AND ECONOMIC OUTCOMES HIGHLIGHTS

SIR recommends nonprofits that also engage in systemic change activities to create social impact. Systemic change activities include advocacy, research, and collaboration enabling nonprofits to affect the larger field of school readiness and reach populations not served directly.

BCS focuses on creating systemic change by replicating its model and creating awareness about best practices. Specifically BCS is:

- Beginning to create blueprints to enable replication of their early education model in other communities; blueprints will include BCS' cutting edge focus on family therapy as a method of preventive care
- Educating the Brooklyn community through policy debates, public forums, newspapers, and other media
- Partnering with the NYU Silver School of Social Work to facilitate exchanges of best practices between practitioners and academics

PROGRAM PERFORMANCE HIGHLIGHTS

AGE OF SCHOOL READINESS PROGRAM	# OF CHILDREN LICENSED TO SERVE	# OF CHILDREN ON THE WAITLIST
20 years	90	35
% OF LEAD TEACHERS WITH/PURSuing B.A.	AVERAGE # OF PARENT WORKSHOPS ANNUALLY	% OF PARENTS SATISFIED WITH PROGRAM
100%/0%	7	90%

UNIQUE ASPECTS OF THE PROGRAM

To make its early childhood program holistic and interactive, BCS:

- Has a licensed social worker and a registered nurse at Duffield Children's Center to assess children's social and emotional needs; if additional services are required, referrals are made to BCS' family centers where more intensive services are provided
- Integrates weekly neighborhood explorations related to the theme of study, including trips to the farmers market, bakery, shoe store, barber shop, dental clinic, Long Island University, local library, and Fort Greene Park Rangers Facility
- Organizes biannual group trips for families including Masker Orchards in New Jersey and Sesame Place in Pennsylvania

ORGANIZATIONAL HEALTH HIGHLIGHTS

SIR assesses financial sustainability by evaluating the following indicators over three years: debt to equity ratio, current ratio, cash reserves, funding diversity, and growth rate.

COST PER BENEFICIARY	# OF MONTHS IN CASH RESERVES 2009
\$3,598*	3.98**
PROGRAM/ ORGANIZATION FTES	TOTAL REVENUE 2009
28/609	\$27,504,478

*Total expenses/number of children contracted

**Based on unrestricted net assets; nonprofits are typically expected to have 3-6 months in cash reserves

MAIN SOURCES OF PROGRAM FUNDING



91%	Government grants
6%	Other sources
1%	Foundation grants
1%	Corporate grants
0%	Individual donations
0%	Earned income

Program Revenue: \$3,909,000

LEADERSHIP TEAM

- ED previously served as the Executive Director for the American Red Cross September 11 Recovery Program, which provided extensive services to victims, first-responders, and their families throughout the USA and in 62 countries
- ED has extensive experience in social service management and administration: ran his own management consulting practice for nonprofits, clients included United Way of Westchester and Putnam and United Way of New York City
- Director of the BCS Duffield Children's Center has almost 40 years of experience working in early childhood development and has worked with vulnerable populations such as HIV+ toddlers and the children of female cocaine users since the 80s

MISSION

"Brooklyn Community Services is building a better Brooklyn by strengthening families, helping children and youth reach their full potential, and supporting adults in leading productive, fulfilling lives.

We celebrate the strength of the human spirit. Our vision is of a Brooklyn where everyone has the opportunity to learn, grow, and contribute to our community."

CONTACT INFORMATION

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ABOUT ROOT CAUSE'S SOCIAL IMPACT RESEARCH

SIR is the independent research department of Root Cause, a research and consulting firm dedicated to mobilizing the nonprofit, public, and business sectors to work together in a new social impact market. SIR aggregates, analyzes, and disseminates the best information available about social issues and the performance of nonprofit organizations.

SIR research products include social issue reports, state reports, and organization reports to help social impact investors make well informed philanthropic decisions. This organization report describes one of the seven school readiness organizations that SIR selected in New York City. If you are interested in investing in this organization, please contact the person listed above.

To learn more about SIR, please visit socialimpactresearch.org