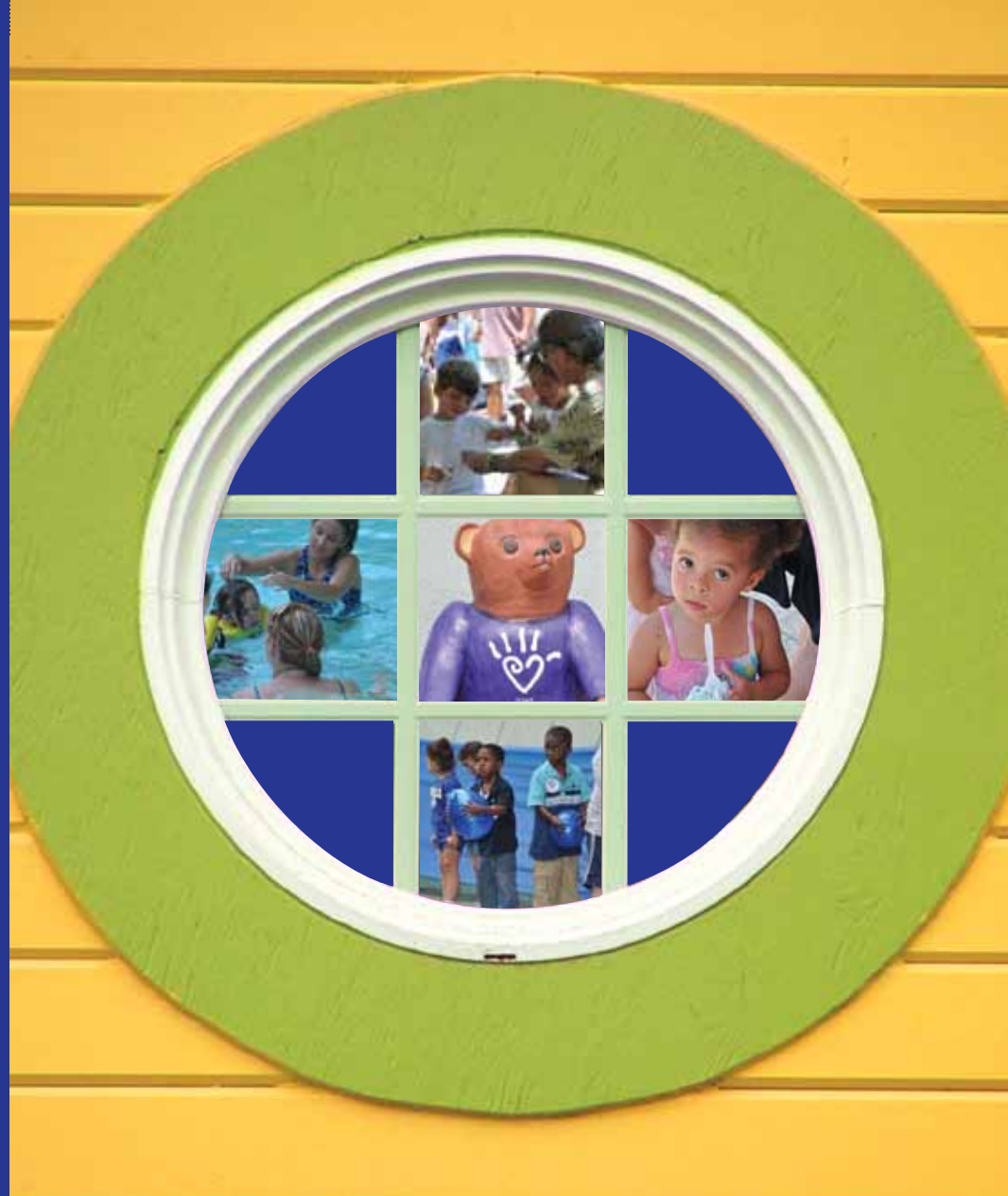




THE  
CHILDREN'S  
PLACE

THE CHILDREN'S PLACE  
Two East 59th Street  
Kansas City, MO 64113

816.363.1898  
childrensplacekc.org



## 2010 ANNUAL REPORT

A WINDOW INTO OUR WORLD

Healing the youngest survivors of abuse,  
neglect and trauma



THE  
CHILDREN'S  
PLACE



## PRESIDENT'S LETTER

One of the fundamental rules of childhood should be that every day is fun, exciting and a new learning experience. Unfortunately, many of the children we serve do not get to experience the joy of waking up in the morning with excitement and amazement about the day. They are haunted by frightening memories, violence and the uncertainty about what new threat could be around the corner. This is where The Children's Place steps in. One of our most important roles is to provide children with stability and a safe environment once they walk through our doors. We provide a place where they can learn, have fun and, most importantly, enjoy the wonders of childhood.

In 2010, we served just over 100 children in Day Treatment Services; we provided over 300 developmental assessments for children entering state custody; and we provided therapy to over 100 families through our Clinical Services program. The children received expert care and treatment; and most importantly, they found supportive, caring adults whose main priority is their welfare. We worked closely with families, caseworkers, guardians and the court system to mend children's broken lives. We know that we make a positive impact on these children every day. It was not just our incredible staff that make our work possible but also numerous volunteers who dedicate their time to read and play with the children, attend field trips and provide new experiences. Our goal is to make sure that no matter what else happens in their lives, they know they are safe and loved while at The Children's Place.

To provide these critical services, we are grateful for the significant funding from the State of Missouri, local foundations, corporations and individuals. We could not provide this high level of service and expertise without your commitment and support.

I am also proud that 2010 was the year where our Board of Directors looked into the future and approved a new strategic plan, which will put us on a course for even greater success in the years to come. I am comforted to know that as long as our children need us we will be there to provide them irreplaceable services.

*David*

David Matson  
President and CEO

## AT A GLANCE



### OUR MISSION

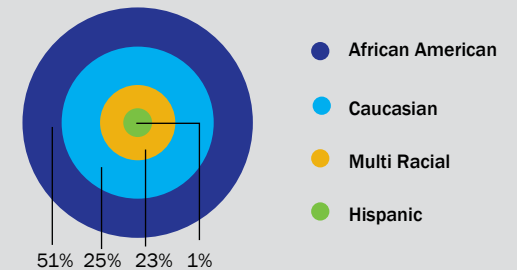
Nurturing and promoting the healthy development of young children who have survived abuse, neglect and trauma by providing specialized services and family support, within a safe and caring environment.

### DAY TREATMENT SERVICES

**1400** hours of therapeutic services provided in Day Treatment

**104** children received services  
**66%** were male  
**34%** were female

### DAY TREATMENT SERVICES BY ETHNICITY



### CLINICAL SERVICES

**1866** hours of clinical services provided to **423** families including, outpatient therapy, behavioral assessments, pre-service training, in-home services and in-service training for current foster and adoptive parents.

#### Photos from the cover (clockwise from top):

Families at the Ice Cream Dreamery event in June, a young guest enjoys ice cream at the Ice Cream Dreamery event; children help decorate the building for Wear Blue Day; and children participated in the annual summer swim program.



## A YEAR OF MANY "FIRSTS"

In many ways, 2010 was a remarkable year. We served more children on average each day, and attracted more classroom volunteers than ever before. Our staff and board tried new ways to fundraise and build awareness, which is visible in our bottom line. Day Treatment Services implemented a new approach to children's therapy. Most importantly, the staff was committed to providing productive learning experiences for children and families, and filling each day with much love and care. The major highlights include:

- For the first time, Day Treatment Services reached 100% capacity with volunteers.
- We started a reading program, gardening project, and the Adopt-A-Family helped a record number of families.
- We launched new major fundraisers: Pace for the Place and the Ice Cream Dreamery.
- The new Young Advisory Board held several friend-raisers attracting young professionals to support TCP.
- We celebrated Wear Blue Day during April, which is Child Abuse Prevention Month. TCP building was wrapped in blue and Brookside merchants raised money for us.

To give you a view of our world, a timeline of possible daily activities is featured throughout this annual report. On any given day, therapy sessions, learning experiences, playtime and naps, field trips, counseling meetings for adults, and more occur continuously throughout the facility. We think you will agree:

[The Children's Place is a busy place!](#)

### A DAY AT THE CHILDREN'S PLACE

A lot happens in a 13-hour day at TCP. Here's a look at the many activities that may occur on any given day.



## PROGRAM AND RESOURCE DEVELOPMENT HIGHLIGHTS

### DAY TREATMENT SERVICES

As one of Kansas City's primary children's developmental and mental health day treatment programs, we continue to experience a large enrollment. In 2010, we served an average of 43 children daily – the highest in our history.

This year, we implemented phase one of a new therapeutic and educational discipline called Conscious Discipline (CD), which provided a unified approach in all classrooms. This comprehensive social and emotional intelligence management program empowers teachers and students, according to Becky Baily, Ph.D., who developed it. "Based on current brain research, child development information and developmentally appropriate practices, the goal of the program is to provide systematic changes in classrooms by fostering the emotional intelligence of teachers first and children second," said Dr. Bailey. The program uses brain/body relaxation movements, songs, and comforting ritual words incorporated into traditional nursery rhymes. In 2010, all teachers and classroom volunteers received training. Phase two will include teaching staff, therapists and volunteers about the use of Dr. Bailey's self-regulating rituals within the classroom.

Teachers also incorporated science, life lessons and nutrition by emphasizing outdoor classroom experiences. Four vegetable garden beds were built and children were able to plant, care and harvest tomatoes, radishes, green peppers, bird house gourds and marigolds. Garden journals were used during the summer to enhance the learning experience. A worm farm was created with children taking turns "feeding" the worms. Finally, Day Treatment Services started Reading Buddies in mid-2010. The goal is to provide children with an opportunity to sit one-on-one with an adult and have books read to them.

**7:00 am**

Staff starts arriving to prepare for the day

**8:00 am**

Office doors open – first appointments for Dr. Maldonado, board certified child psychiatrist and family therapist.

**8:30 am**

Volunteers arrive to start their day helping in the classrooms.

**8:45 am**

Vans arrive with children for Day Treatment

**9:00 am**

Welcome and breakfast

**9:30 am**

Work day starts in Day Treatment Services



## CLINICAL SERVICES

The pilot program with CommunityLINC in 2009 became a strong partnership this year as we received funding from the Healthcare Foundation to continue the program. We provided group therapy sessions for the preschool children together with individual therapy as needed. We also continued to offer parenting support classes to the CommunityLINC program parents, which assists families transitioning out of homelessness.

We continued the Developmental Assessments to children under age 6 who are taken into custody by the Children's Division. Last year, we experienced a large increase in the number of children being assessed by clinical staff.

TCP's accreditation with the Joint Commission was up for renewal in 2010, and in October, we hosted an inspector for two days. In addition, we also received a verification visit from the National Association of the Education of Young Children. At the conclusion of these visits, both auditors gave positive reviews of our programs and verified the high level of service.

Finally, TCP provided 20 internship opportunities for students studying speech pathology, social work and education.

## RESOURCE DEVELOPMENT

While Resource Development is not a designated program, it is an important aspect in our success to build strong partnerships, raise funds and recruit volunteers. This year was particularly busy with new events, a new Young Advisory Board, and in-kind projects.

The highlights include:

- More than 650 guests attended the 9th Annual Luncheon, featuring Ashley Rhodes-Courter. Hosted by our Angels Executive Board, the event raised \$97,000.
- The first annual Pace for the Place sponsored by Missouri Bank was held in April and close to 200 walkers strolled through Brookside ending at Missouri Bank for pancakes by Chris Cakes and The Roasterie coffee. All proceeds benefited The Children's Place. The Angels Executive Board also hosted the first annual Party for the Place at Blanc Burgers.
- The first annual deliciously dreamy Ice Cream Dreamery was held in June. Over 2,000 people enjoyed a great summer day at Crown Center tasting ice cream, and enjoying live entertainment, games and other fun activities. The local ice cream vendors were Sheridan's, Belfonte, Blue Bell, Hy-Vee, Parisi, and Heartland Creamery.
- National Association of the Remodeling Industry (NARI) renovated the large meeting space, an estimated \$60,000 in-kind donation.
- The Marcia Werp Memorial Fund was started to honor our longtime teacher who passed away. The fund will help ensure TCP's longevity and continue Marcia's work to heal young children.
- Adopt-A-Family supported a record 86 families for the holidays with gifts and grocery gift cards.



**9:45 am**

Sessions begin for therapists, speech therapist or occupational therapist

**10:00 am**

Administrative staff meetings occur

**11:30 am**

A delicious and healthy lunch is served to children each day

**12:00 pm**

On-site Board of Directors and Angels Auxiliary meetings are held so that volunteers experience TCP operations

**12:30 pm**

After a busy morning, Day Treatment children are ready for a nap!

**2:00 pm**

Reading Buddies arrive to prepare for story time with children



# MAJOR DONORS

The Children's Place is sincerely grateful to all of our donors and volunteers who made 2010 a successful year. We would like to highlight the foundations, corporations and individuals who made significant contributions in 2010.

### \$50,000 to \$100,000+

The REACH Healthcare Foundation  
Health Care Foundation of Greater Kansas City  
United Way of Greater Kansas City

### \$25,000 to \$49,999

Oppenstein Brothers Foundation  
William T. Kemper Foundation  
The Sunderland Foundation  
Morgan Family Foundation  
The Hall Family Foundation

### \$10,000 to \$24,999

Bank of America  
Hancock Family Foundation  
Legg Family Foundation Fund  
State Street Foundation  
Mr. and Mrs. Joe S. Howard  
Impact KC  
United Way of Greater Kansas City

### \$5,000 to \$9,999

RED Brokerage, LLC  
Ms. Dorothy Rupp  
Mr. and Mrs. John Sherman  
Service Management Group  
Vivian & Hymie J. Sosland Charitable Trust  
R. A. Long Foundation  
Heartland Combined Federal Campaign  
Cosentino Charity Foundation  
Mr. and Mrs. Harrison Campbell  
DST Systems, Inc.  
H & R Block Foundation  
Lathrop & Gage L.C.  
Greenleaf Construction Co., Inc.

### ANGELS EXECUTIVE BOARD

Kelli Bauer  
Kristin Bowen  
Pattie Donath  
Sally Ehrich  
Kathy Falco  
Michele Freyder  
Gail Gage  
Chrissy Haley  
Nancy Hooley  
Laura Jones  
Nan McConnell  
April McCracken  
Maureen McMeel  
Margy Regan Hirlinger  
Carla Rieke  
Carol Smith  
Ann Tinsman

### 2010 BOARD OF DIRECTORS

Kim Aliber  
Dr. Anne Bray  
Rita D'Agostino  
Ellen Dalen  
Dr. Kathleen Boyle-Dalen  
Dr. Carol Daniel  
Dr. Linda Edwards  
Dennis Ehrich  
Greta Erhardt  
Michael Funkey  
Max Goldman  
Scott Herpich  
Joe Howard  
Pat Martin  
Byron McIntosh  
Maureen McMeel  
Carla Meyer  
Brian Myers  
Brooks Pierce

Laura Redmond  
George Satterlee  
Antwaun Smith  
Ann Tinsman  
Mark Tribble  
Dr. Irene Walsh  
Judy Wasserman  
Robert Wolf  
Sarah Wurth

### YOUNG ADVISORY BOARD

Patrick Cohen  
Mallory Gaunce  
Brady Kroecker  
Katy Martin  
Scott Miller  
Caroline Owen  
Chris Rhoades  
Kendall Rooney  
Emily Todd  
Megan Weltner  
Jeff Winters



2:15 pm

Nap time over and Reading Buddies join the classroom for reading



2:45 pm

Each day before leaving TCP, children enjoy a nutritious snack

3:00 pm

Day Treatment children leave for the day



4:00 pm

Therapy appointments occur

4:30 pm

Vans have cleared - all children safely returned home

6:00 pm

Young Advisory Board meeting starts

8:00 pm

TCP closes for the night



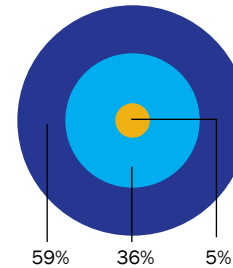
## 2010 REVENUE AND EXPENSES

As a not-for-profit organization, The Children's Place relies on a variety of funding sources. Various local, state and federal sources provide a significant portion of the funds needed to finance the costs of facilities and staff. Additional generous financial support is provided by the United Way, individuals, foundations, groups and corporations, as well as the activities of The Angels.

The Children's Place Board of Directors and staff focused on building and sustaining a financially strong organization, ending the year with a \$7,240 surplus. This was the second consecutive surplus year. This was especially commendable given the challenging economic times. Looking forward, a balanced -budget plan was developed and approved by the Board of Directors for 2011. The primary financial focus continues to be maximization of current revenue sources, both earned and contributions. In addition, ongoing attention will continue to be directed toward minimizing expenses without compromising the quality of services provided by the organization.

**REVENUE:** In 2010, we focused our efforts on enhancing current earned revenue sources and donor contributions to improve the financial viability of the agency.

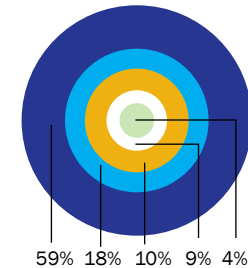
**EXPENSES:** In 2010, cost containment efforts focused on reducing discretionary spending wherever possible, without negatively impacting the level of services received by agency clientele.



### REVENUE

● Earned	\$1,288,927
● Contributions	\$792,464
● Other	\$103,732

**\$2,185,123**



### EXPENSES

● Day Treatment	\$1,292,837
● Management/General	\$385,424
● Parenting Support Services	\$218,437
○ Fund Development	\$185,528
● Outpatient Treatment	\$95,657

**\$2,177,883**

**Photos below (from left to right):**

Volunteers help plant in The Children's Place garden; walkers in Brookside turned out for Pace for the Place; guests enjoyed Party for the Place hosted by the Angels; and Reading Buddies in action.

