



2015 Annual Report

WHEDco's MISSION

The Women's Housing and Economic Development Corporation (WHEDco) is a community development organization founded on the radically simple idea that all people deserve healthy, vibrant communities. We build award-winning, sustainable, affordable homes – but our work is not over when our buildings are complete. WHEDco believes that to be successful, affordable housing must be anchored in strong communities that residents can be proud of.

WHEDco's mission is to give the South Bronx access to all the resources that create thriving neighborhoods – from high-quality early education and after-school programs, to fresh, healthy food, cultural programming, and economic opportunity.



PROGRAM GOALS & OUTCOMES

Research, Policy & Evaluation

- Evaluate and share findings on Just Ask Me (JAM) sexual health and relationships program
 - ✓ **Outcome:** 82 middle school students in sixth, seventh and eighth grade participated in WHEDco's JAM Program, which hosted workshops in seven categories:
 1. Healthy relationships
 2. Puberty and Anatomy
 3. LGBT
 4. STIs
 5. HIV and Protection
 6. Pregnancy and Pregnancy Options
 7. ContraceptionStudents took the same assessment, which asked open-ended questions to gauge their understanding of consent and communication within relationships, before and after the workshop series. Students in all three grades had post-assessment scores over 70% (average). The 6th graders made a massive gain from the pre- to the post-assessment with an almost 300% increase; the 7th graders also increased substantially at almost a 100% increase.
- Conduct a study on influences on meeting School Readiness Goals for Urban Horizons Early Childhood Discovery Center
 - ✓ **Outcome:** In a pilot, WHEDco studied the influence of using video reflection on one set of students (22) and found that the participating group showed noticeable progress in multiple School Readiness Goals, especially those related to: language and cognitive development, socio-emotional skills, and the subject of social studies.



Photo courtesy of NPR

Lena Solow, WHEDco Sexual Education Program Coordinator (right), was called the "Joan Jette of sex educators" by NPR.



WHEDco's Early Childhood Discovery Center is a full-day, full-year, Nationally Accredited Head Start program.

Family Support & Counseling Services

- Provide comprehensive support services to low-income families to help clients become more stable, helping them meet their essential needs and navigate everyday challenges
 - ✓ **Outcome: Family Support applied the Family Development Matrix to track and evaluate stability scores based on eight main indicators:**
 1. Adult Education/Employment
 2. Shelter/Housing
 3. Health/Safety
 4. Finances
 5. Children's Education/Development
 6. Family Relations
 7. Social Emotional Well-Being
 8. Community Relations
- Enhance the Family Support & Counseling Services department's integration into all WHEDco program areas and improve the internal referral system
 - ✓ **Outcome: Family Support collaborated with the Home-based Childcare, Early Childhood Discovery Center, and Education and Youth Development departments, resulting in an increased number of workshops offered to staff and program participants. Additionally, there was an increase in the number of clients referred for one-on-one counseling from across programs.**
- Expand access to healthy and nutritious foods
 - ✓ **Outcome: WHEDco served an average of 450 people each month through the Community Food Pantry and engaged a Nutrition Intern to conduct cooking demonstrations and encourage healthy eating among pantry recipients and other clients.**



WHEDco's Family Support staff served an average of 450 people each month through the Community Food Pantry.

Home-based Childcare Programs

- Increase number of licensed childcare providers in NYC and strengthen/expand WHEDco's Family Day Care Provider Network
 - ✓ **Outcome:** WHEDco provided trainings and technical assistance for 460 license-exempt providers and recruited 52 new members in our Network.
- Launch a Child Development Associate Credentialing Pilot Program (CDA) to improve the quality of childcare and promote increased economic mobility among childcare providers
 - ✓ **Outcome:** The pilot cohort of 13 providers has completed the training portion of the credentialing process, and all participants are expected to earn a National Council for Professional Recognition's Child Development Associate Credential – the most widely recognized credential in early childhood education.



WHEDco's Childcare Training Institute helps women increase revenues and improve the quality of care they provide.



WHEDco's Start Right Up initiative helps home-based childcare providers in our network deliver a creative curriculum designed to narrow the language gap.

Early Childhood Discovery Center/Head Start

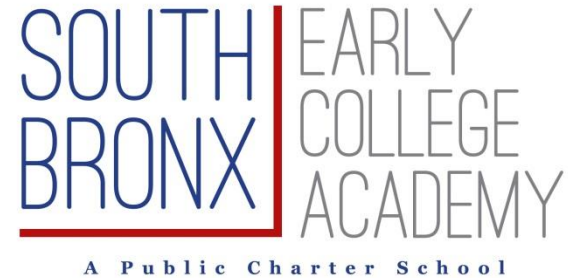
- Improve instructional strategies to foster and strengthen problem solving, critical and creative thinking, scientific inquiry and technology skills among students enrolled in the Early Childhood Discovery Center
 - ✓ **Outcome:** The Center partnered with the New York Center for Child Development to provide staff development training in the areas of socio-emotional development and critical thinking. Staff have also received trainings on best teaching practices to support and expand scientific inquiry, improving problem solving and creative thinking skills.
- Develop and implement an integrated food, nutrition and wellness project
 - ✓ **Outcome:** The Center engaged a corporate sponsor, Irving Place Capital, to donate and build a greenhouse, which is now being used as part of a “Seed-to-Table” curriculum. The Center has also formed a Nutrition Committee, which includes our in-house Registered Dietician, parents, teachers, and kitchen staff.



Each year, WHEDco's Early Childhood Discovery Center gives 111 pre-school children the foundation they need to succeed in kindergarten and beyond.

Education & Youth Development

- Open the South Bronx Early College Academy Charter School (Early College Academy) with its first class of 110 sixth grade students, offering an Extended School Day model and a comprehensive core curriculum that includes art, music and computer science
 - ✓ **Outcome:** The school opened on August 31st, 2015 with an inaugural class of 115 students. WHEDco staff is embedded in the school to facilitate Extended Day programming. A WHEDco licensed social worker offers comprehensive Mental Health, Family Support and Counseling Services. Additionally, a WHEDco Parent Coordinator works with parents to bridge the home/school gap.
- Provide a comprehensive College Access Initiative for Teen Program participants, including tutoring and SAT test prep, college visits, and connection to scholarship and internship opportunities
 - ✓ **Outcome:** 100% of graduating seniors from the 2015 Teen Program (13) are now enrolled in 2 or 4 year colleges, including Fordham and Baruch College. Two graduating seniors from WHEDco's Teen Program were awarded the Garden of Dreams Foundation's Inspire Scholarship of \$10,000 per year for up to four years (\$40,000 value).



WHEDco's Education and Youth Development initiatives foster high academic achievement for over 1,200 school-aged children annually.

Community Development

- Organize merchants and recruit new businesses to the Southern Boulevard Merchant Mile
 - ✓ **Outcome:** WHEDco's Community Development department attracted seven new businesses to Southern Boulevard and worked with merchants to advocate for improved lighting and safety under the elevated train tracks. The train tracks were painted and additional scrim, murals and signage were added to beautify the neighborhood and promote Southern Boulevard Merchant Association businesses.
- Foster community engagement and spearhead/participate in community planning in the neighborhoods surrounding Urban Horizons, Intervale Green and the site of Bronx Commons
 - ✓ **Outcome:** The Community Development department spearheaded the Melrose Community Needs Assessment and began responding to findings by engaging local stakeholders, promoting area retail spaces, and beautifying public spaces with murals. It also hosted Bronx Summer Fest street events in Crotona East and Melrose.



WHEDco engaged hundreds of community members by hosting Bronx Summer Fest on the Boulevard for two Saturdays in June.



WHEDco partnered with BX Arts Factory to design and install a mural in Melrose, near the site of Bronx Commons

Bronx Music Heritage Center (BMHC)

- Foster creative place-making and connection to Bronx music by continuing and increasing programming at the BMHC Lab, in Melrose near the Bronx Commons site, and in other venues around the borough; Provide free access to the arts for local residents and establish the BMHC as a cultural destination for residents across NYC
- ✓ **Outcomes:** The BMHC hosted a monthly Bronx Rising! series, two Living Legends concerts at local non-BMHC venues, outdoor music events in Melrose at the site of Bronx Commons, and Bronx Music History Walking/Trolley Tours. The BMHC also expanded its free Community Arts Lab to include piano lessons and classes for adults. In addition, the BMHC spearheaded the installation of the second Boogie Down Booth (Trademark pending).



The Bronx Rising! series occurs monthly and features music, film and spoken word of the borough.

Housing Development & Asset Management

- Bring Bronx Commons project to closing
 - ✓ Outcome: Bronx Commons is scheduled to close in December 2016. It will include 305 affordable apartments, retail, public plazas and green space, and a permanent home for the Bronx Music Heritage Center.



Bronx Commons, WHEDco's third affordable housing development, is scheduled to break ground in 2016.



In 2015, residents of Intervale Green, WHEDco's second housing development, grew nearly 1,000 lbs. of fresh produce on the Rooftop Urban Farm.

Bronx CookSpace

- Rebrand the Commercial Kitchen to increase visibility
 - ✓ Outcome: Changed name to Bronx CookSpace (Trademark pending) and designed a new logo, creating a new identity for the kitchen.



Sans Bakery, a gluten free company, operates out of Bronx CookSpace.

LEADERSHIP

WHEDco's Board of Directors

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Manager, Citi Community Development

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Partner, Aronson Mayefsky & Sloan, LLP

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Davon Russell, *Executive Vice President*

Jonathan Springer, *Senior Vice President & Chief Operating Officer*

Rebecca Kramnick, *Vice President & General Counsel*

FINANCIALS

REVENUE

<u>Unrestricted Revenues</u>	
Foundations	\$1,534,462
Individuals & Special Events	\$206,779
Government Contracts & Grants	\$15,927,884
Rental & Other Income	\$588,563
Donated Services & In-Kind	\$245,539
Investment Income	-\$24,505
Total Unrestricted Revenues:	\$18,478,722
<u>Net assets released from restrictions satisfied by payments</u>	\$977,610
Net Unrestricted Revenue	\$19,456,332

EXPENSES

<u>Program Expenses:</u>	
Bronx CookSpace (Commercial Kitchen)	\$182,604
Head Start (Early Childhood Discovery Center	\$2,021,815
Family Support	\$524,477
Education & Youth Development	\$2,673,087
Home-based Childcare	\$10,793,787
Housing Development	\$952,860
Community Development	\$676,555
Research & Evaluation	\$130,220
<u>Management & General Expenses:</u>	\$1,367,574
<u>Fundraising Expenses:</u>	\$199,096
Total Expenses	\$19,522,075

ASSETS AND LIABILITIES

Total Assets	\$12,716,385
Total Liabilities	\$2,325,085
Total Net Assets:	\$10,391,300

From 2015 Audit