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# Children of the city

REACHING INNER CITY CHILDREN AND YOUTH WITH HOPE, GUIDANCE, AND RESOURCES TO POSITIVELY AFFECT THEIR LIVES AND COMMUNITIES

*On Thursday, September 30, 2010, Tony and Emmy Award winning actor and producer Hugh Jackman was the Guest of Honor at the Children of the City Benefit hosted by WABC Features & Lifestyle reporter Lauren Glassberg. Also in attendance was Miss U.S.A. 2010 Rima Fakh, and recently retired New York Giants wide receiver David Tyree.*

## Star-Studded Gala at Pier 60 is a Success

Hugh Jackman was incredibly gracious as he mingled with the guests who came out in support of Children of the City. Guests gathered at Pier Sixty to help raise funds and awareness of the educational needs and social challenges of underprivileged children in Brooklyn communities. The evening featured a live auction and silent auction as well as an exquisite dinner served against the magnificent décor and ambience of Pier Sixty.

Chairman of the Board of Directors of Children of the City, Rocco Basile was honored by District Attorney Charles J. Hynes, for his tireless efforts in supporting the work of Children of the City. He was also recognized for his positive example of one's ability to make a great come around when given a second chance. Brooklyn Retail

Market Manager for TD Bank Eileen Holmes, was honored with the 2010 Children's Champion Award.

"This Benefit Gala was a tremendous opportunity to invite New Yorkers to partner with us to address the challenges these children have to face" said Joyce Mattera, the dynamic Founder and President of Brooklyn-based Children of the City, who has dedicated her life to helping disadvantaged and neglected children. "The Gala was a great success, and everyone who attended had a lot of fun. Their contributions go a long way in our fight against poverty and educational failure in our communities" said Mattera.

[More Gala pictures on pages 4-5](#)



Miss USA 2010 Rima Fakh, ABC 7's Lauren Glassberg, and actor/producer Hugh Jackman



### Children of the City Goes Green

In an effort to cut cost and save a few trees, Children of the City will email our newsletter if you wish. Please send your updated contact information and email address to [info@childrenofthecity.org](mailto:info@childrenofthecity.org) to become a part of the growing number of supporters going green.

# From the Executive Director: Our First Afterschool Students are now College Bound!

Dear Friends,

Children of the City began its College Bound project in 2009 with 4 High School Juniors from our programs. This project provided individual mentoring, SAT prep, application assistance, family mediation and guidance counseling. These young students are now attending Colleges and Universities throughout the tri-state area and would not have had the financial means or family support to successfully begin their college journey had it not been for the assistance of this program .

We are moving into our second year with the ability to increase our capacity from 4 to 16 high school juniors and seniors with college aspirations.

This year we are thrilled to partner with **Kaplan** and **New York Cares** to offer SAT prep classes at no charge to High School students whose families do not have the financial means to pay for these

services. This 8-month course, generally priced at \$1,300 per student, takes the participating



students through a comprehensive training designed to teach studying and test taking techniques. Each student is given one-on-one tutoring by tutors trained in the methods to approach and succeed at the SAT test that will play a large role in determining college acceptance.

The College Bound program not only provides the tools necessary to

propel these children further along in their educational journey, but also to dispel the doubt they harbor



regarding their ability to have a successful academic future. We have found that the students we work with are eager to learn and excited by the prospect of the bright future a strong academic background will provide. When given the opportunity to make this future a reality, they excel in ways they never imagined possible.

Expectantly,

**Joyce Mattera**

Joyce Mattera  
Executive Director  
and Founder

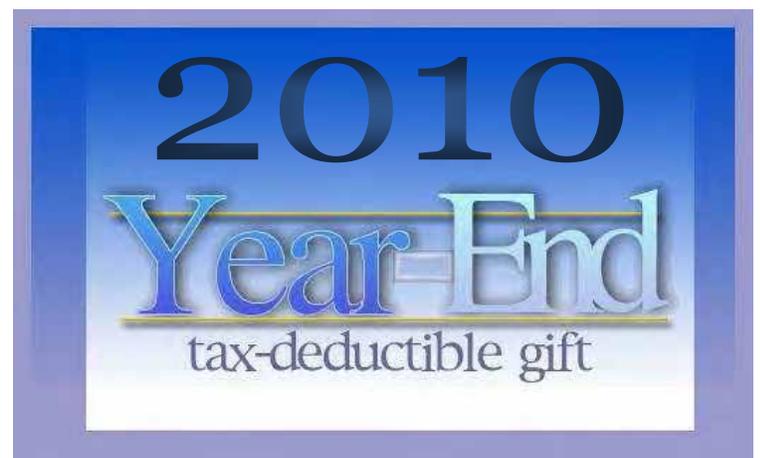


## Your Year-End Tax Deductible Gift

As 2010 comes to a close, won't you consider making a year-end tax-deductible financial gift to Children of the City?

Your support allows us to continue to build on our strong academic programs, provide outreach to families in our community, combat the cycle of poverty, and expand the number of people we reach. This time of year presents a wonderful opportunity to support such a worthy cause and receive a tax-deduction for your gift. During this season of giving,

We hope you will consider being as generous as possible. The "Children of the City" depend, on you!



# Create Success reports Outstanding Results Once Again

Create Success' Summer Program recently ended and the results were once again outstanding with over 85% of the children increasing in their reading levels and many increasing one whole grade level or more in just 7 short weeks .

We are the only summer program in this community that has a strong academic focus. This program is driven by the fact that, due to the lack of crucial foundational skills, children from underserved communities are doing poorly which is especially evident in the areas of reading and math. We tailor our program to the specific needs of each child as well as the general needs of each age group.

Students in this community suffer from many effects of poverty,

including hardships, trauma, challenges at home, language barriers, poor self-esteem and lack of confidence, with an alarming drop out rate of 48%. All of these factors affect their ability to learn. Because of our familiarity with their needs, and our wrap around approach, we have been successful in our efforts.

No child is incapable of literary success. Children in our program have left Special Ed classes to join main stream classrooms, and many that had severe literacy challenges are now able to read after being in the program for less then 2 months. Our evaluation measures show that every summer over the past six years, children showed a marked



increase in their Developmental Reading Assessments; 25% increasing one whole grade level. Based on exit interviews with counselors and tutors, most students expressed they were more comfortable reading and felt more confident in going back to school.

That's Creating Success!



## Student Success Story

Chris V. knew how to command attention. We acknowledged he had the potential to be a star student, but when he first arrived at Children of the City he was famous for disrupting the peace in his class and around the neighborhood.

Unable to share the spotlight, even in a small group setting, Chris was in the habit of interrupting adults and his peers. Chris' father reported to us that this was the way he behaved in school as well. He thought that the only way he could win friends and influence teachers was to assume the role of a rebel.

Fortunately, his tutor at Children of the City saw through Chris' tough guy act and worked to help change his behavior by actuating the positive. His tutor set out on a mission to catch Chris doing something good. He'd praise

Chris for self-correcting his math mistakes or catching a football at recess. Chris loved the attention and was soon going out of his



way to be caught doing the right thing. His grades and his attitude improved significantly, however, his tutor still wasn't satisfied. He knew that Chris was a natural born leader and he wanted to see him take on the responsibility of helping his classmates.

His tutor created situations where

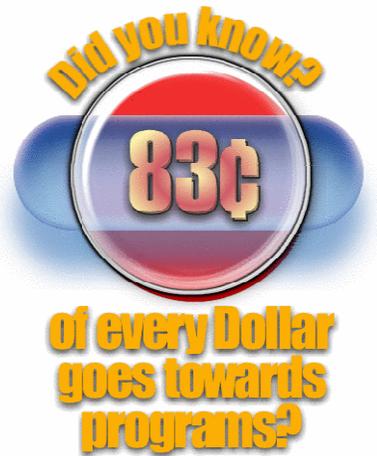
Chris could step up to the plate and model proper behavior for his peers. Lining up quickly and quietly at the end of the day or while on a field are a perennial challenge for junior high boys. So, when the tutor warned them that the class would wait until everyone was line properly, Chris started asking the others to fall in line. He knew how to talk to other disruptive kids and get them to follow his lead, by complimenting, encouraging and modeling the right thing to do.

At Children of the City we believe that there is something special in every kid. It's up to us to bring it out of them.

## DID YOU KNOW: Special Events



If you would like to plan a special event to benefit Children of the City or raise awareness of the programs and services provided by the organization, please contact Abby at (718) 436-0242 x20 or via email at [ameadows@childrenofthecity.org](mailto:ameadows@childrenofthecity.org)



# 2010 Benefit Gala

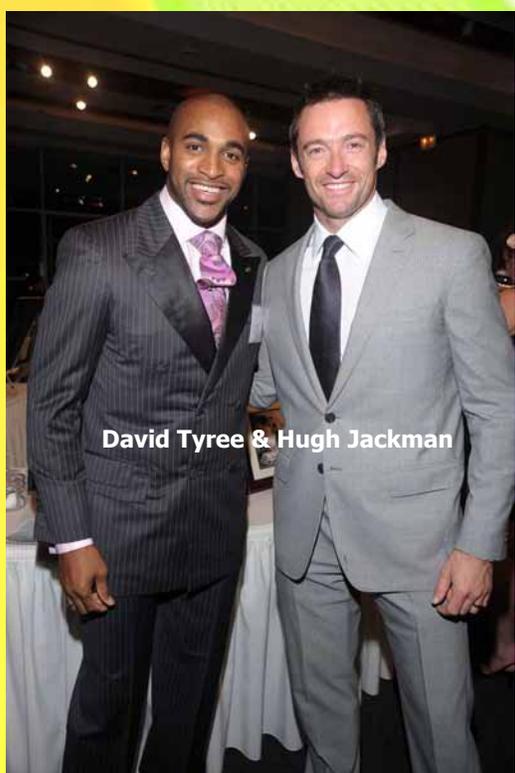
On Thursday, September 30, 2010, Tony and Emmy Award winning actor and producer Hugh Jackman was the Guest of Honor at the Children of the City Benefit hosted by WABC Features & Lifestyle reporter Lauren Glassberg. Also in attendance was Miss U.S.A. 2010 Rima Fakih, and recently retired New York Giants wide receiver David Tyree. We are grateful that our friends and guests were able to come together in support of the work we are doing.



**Hugh Jackman and wife Deborra-Lee Furness**



**NYS Senator Martin J. Golden**



**David Tyree & Hugh Jackman**



**Lauren Glassberg**



**Kings County District Attorney Charles J. Hynes honors Chairman Rocco Basile**



**Eileen Holmes, TD Bank**







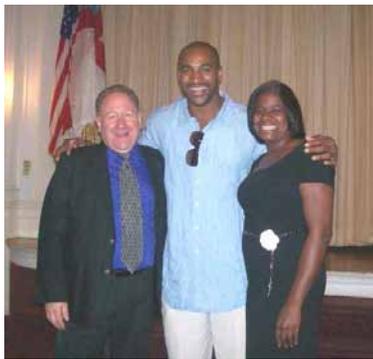
# TransCanada lends it support to COC; David Tyree stops by to say 'Thank You!'



On Wednesday, August 18th, at an event held at the Children of the City site, TransCanada was joined by community leaders and the children involved in the summer academic program. TransCanada, a supporter of the Brooklyn-based children's organization, presented a donation in support of the many services

this donation. On behalf of the COC Board of Directors, staff and children and families we serve, we would like to thank TransCanada for their support." said Joyce Mattera, Executive Director and Founder, Children of the City.

hands. David spoke with the staff of TransCanada, thanking them for their support.



COC provides to at-risk children and families. The funds will enable COC to further advance their mission of changing the quality of life in the community through education, intervention and advocacy.

"Children of the City is thrilled and excited to be the recipient of

Recently-retired superstar New York Giants Wide Receiver and COC Board Member David Tyree also stopped by at this same event. "The very thing that attracted me to Children of the City was and is its' aggressive approach to changing the culture of poverty through education and outreach. Children of the City goes out into the community, into the homes of families, and provides services right at the point of need" shared David Tyree, when asked how David got involved with the organization.

David spoke with all the children during a special assembly sharing about his days as a professional football player, took questions from the children about a variety of topics, and made time to individually shake each child's



# Bring Holiday Hope to a Disadvantaged Child

Since 1981 Children of the City has been able to channel help to needy families in the means of educational support, Thanksgiving dinners, Christmas gifts, coats and blankets, back to school supplies, food distribution, advocacy and much more. Each month our team of volunteers visit close to 1,000 children in their homes.

In **NOVEMBER** we identify and invite families to receive a full Thanksgiving meal which is a 25-lb box of food to feed a family of six. More than one-in-five children in New York City live in poverty and close to 40% of the families we serve live below the poverty line. Our mission is not only to address hunger through feeding programs, but enable families to overcome poverty through education and development.

In **DECEMBER**, we host a special Christmas Project and collect new, unwrapped toys during November and December, distributing those toys as Christmas gifts to needy children in the communities we serve. Most of the families we visit are unable to provide gifts for their children outside of meeting basic family needs; **we expect to have hundreds of children at our Holiday party on Saturday, December 18, 2010.**

Over the years, we have established close relationships with the families we visit, which qualifies us to identify the most poverty-stricken children in the community and target their specific needs.



Would you consider making a donation to this year's **THANKSGIVING** or **CHRISTMAS** Project? When you donate to benefit a disadvantaged child, you provide a glimmer of hope and inspiration. You can make your donation via the enclosed card or on our website at [www.childrenofthecity.org](http://www.childrenofthecity.org)

# 2010 Benefit Gala Sponsors and Supporters

Children of the City would like to thank our sponsors and supporters for their generosity and support.

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- MKP Capital Management
- Richard and Lizabeth Johnson

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Anoop Dhakad  
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Caterina Peters  
Chad Reyes & Danielle  
Patanella  
Corcoran  
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David Uyttendaele  
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Roxanne Betesh  
Serge Krawiecki  
Slyvester Sichenze  
Susan Cone Lampert  
Theresa Abi-Habib  
Tim Lynskey  
TransCanada

## Thank You to Our Celebrity Guests

- Hugh Jackman and Debborra-Lee Furness
- Lauren Glassberg of WABC (Evening Host)
- Rima Fakhri (Miss U.S.A. 2010)
- David Tyree (Retired Giants Wide Receiver)

**CHARTIS**   
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## Special Honoree

Eileen Holmes from



**Bank**

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*Thank you to Eileen's Exclusive Florals  
for graciously providing the beautiful centerpieces for the gala!*