

# New City Kids

loving kids for change



**ANNUAL REPORT  
2013 - 2014**

# RELENTLESS

What is the difference between someone who experiences many successes in life versus someone who fails? There is a basic truth that those who go on to be successful refuse to quit. At New City Kids, we think a lot about the relentlessness it takes to be successful.

Any day you visit our building, you will see it filled with children relentlessly learning to play an instrument: the bass guitar or keyboard or drums. Or trying to get that perfect pitch in voice class or master that dance routine. It is only through a long term commitment to practice that they will succeed.

Or you'll meet the teenager who needs help finishing her scholarship applications, knowing she may not be able to afford higher education. She asks our staff for help in researching opportunities, stays after work to get the documents turned in, and refuses to give up her hope that doors will open for her.

New City Kids was built on this kind of tenacious spirit. Through seeing a circumstance that is hard and demonstrating perseverance, our character is molded to be more like the God who has relentlessly pursued us – and then hope comes as a result. These moments become visible with the crowd cheering after the kids play their song at the final performance, and with the senior standing up at senior dinner to thank that staff person who never quit on her as she announces the college she will attend in the fall.



*New City Kids founder Trevor Rubingh (l) and Executive Director Josh Dornbos (r)*

In this report, behind the many statistics and faces, know that there is a story of hope written by the God of the Universe, given to an incredibly special community of children, teens, and staff in Jersey City.

This coming year we will have the opportunity to share this hope in a greater way as New City Kids as our founders, Trevor and Linda Rubingh, multiply this model in another area of the country. We are so grateful for the relentless community of support that surrounds New City Kids.

Blessings,  
Josh Dornbos  
Executive Director

A handwritten signature in black ink, appearing to read "Josh Dornbos". The signature is stylized and written in a cursive-like font.

# OUR MISSION

Loving kids for change to create a community of academic, leadership, musical, and spiritual development.

# OUR VISION

New City Kids was established in 2000 in an effort to provide teen leadership development and performing arts opportunities to at-risk, low-income children and teenagers in Jersey City, New Jersey.

New City Kids' vision is to walk with a child from age six to age eighteen and to be an advocate, teacher, and mentor to that child. New City Kids aims to draw children into hope by developing in them skills, talents, and desires for their future. By surrounding them with a community of love and development, we strive to set children on a path of life transformation that will carry them forward for the rest of their lives.



**WHAT HAPPENS WHEN  
YOU EMPOWER AT-RISK  
TEENAGERS IN JERSEY CITY  
TO BECOME ROLE MODELS FOR  
THE KIDS IN THEIR NEIGHBORHOOD?**

# BY THE NUMBERS

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**15,000**  
high school  
students in  
Jersey City.



**60**  
Teen Life Interns  
are currently  
employed by  
New City Kids.

**67%**  
of Jersey City  
teens graduate  
from high school.



**100%**  
of New City Kids  
teens have graduated  
from high school and  
enrolled in college in  
the last 6 years.

**9%**  
of low-income  
students graduate  
college nationwide.



**90%**  
of New City Kids  
alumni from the past  
6 years are in or have  
graduated from college.



*YOU BUILD CONFIDENCE.  
YOU GIVE HOPE.  
YOU SHARE LOVE.  
YOU TRANSFORM LIVES.*



# TABLE OF CONTENTS

<b>TEEN LIFE INTERNSHIP</b>	<b>6</b>
<b>AFTER SCHOOL CENTER</b>	<b>10</b>
<b>SUMMER CAMP</b>	<b>14</b>
<b>CITY SAIL</b>	<b>16</b>
<b>THE X-CHANGE</b>	<b>18</b>
<b>BRIGHTER DAY</b>	<b>19</b>
<b>BIBLE QUIZZING</b>	<b>20</b>
<b>CAPITAL CAMPAIGN</b>	<b>21</b>
<b>NEW CITY EXPANDS</b>	<b>22</b>
<b>OUR PARTNERS</b>	<b>23</b>
<b>ORGANIZATIONAL GROWTH</b>	<b>24</b>
<b>BOARD OF DIRECTORS</b>	<b>26</b>



## TEEN LIFE INTERNSHIP

Running parallel to the After School Center, the Teen Life Internship Program exists to provide high school students with leadership development opportunities, college readiness services, academic support, professional training, and spiritual mentorship. The Teen Life Interns are highly trained and take primary leadership roles in running the After School Center as tutors and class teachers for the children. But New City Kids offers more than just a job for teens - we support teenagers with a holistic approach to leadership and growth. And all of it happens within the context of long-term intentional relationships with our adult staff.

## QUICK FACTS

- 100% of our 12 seniors have been accepted into college programs for this fall!
- This year's freshman class boasted a 3.35 average GPA: the highest group average we've ever seen among first-year staff.
- Over 450 one on one mentoring hours were invested in our Teen Life Interns by adult staff.
- 14 teens on staff were previously children in our programming.



## TUTORING / SAT PREP



We're committed to seeing our teens succeed academically. Teens who need personal academic attention attend weekly tutoring sessions with our adult staff and volunteers. In addition, 17 participants in our Spring SAT prep classes saw their scores improve by 136 points on average.

## PROFESSIONAL VISITS



Throughout the academic year, various community members and New City Kids partners take the time to share their professional experience. These panel discussions and workplace visits provide the teens with a glimpse into different vocations, and gives them the chance to hear exactly what it takes to get there.

# KARRIN'S STORY

## *teen life internship*



“New City Kids pushes me to do better,” explains Karrin James. As a team leader, Karrin is one of the three top ranked teens at New City Kids, and works directly with the adult staff to train, coach, and oversee our 60 Teen Life Interns. Only a junior in high school when she earned this position, Karrin proved herself to be a model of dedication and responsibility - but this was not always the case.

Reflecting on her years before New City Kids, Karrin says, “I feel like I was more of a follower.” But when her cousin introduced her to the Teen Life Internship program, everything changed. Karrin was so impressed by the positive transformation that she saw in his life that she

decided to attend the Internship Tryouts. She was hired to start as a Teen Life Intern at age 14.

Karrin dove into all the opportunities that New City Kids offered. She was trusted with real responsibilities, pushed academically, and challenged to be a leader. That year, Karrin saw her name on the honor roll for the first time and knew she was capable of so much more than she had thought possible. “My family started seeing the difference and growth in me.” she remembers. Karrin was changing, and people took notice.

Karrin credits her time at New City Kids for showing her that she could succeed, and she wants to see her peers have the same life-changing experience: “I would push teens to come to New City Kids because they are not going to get that extra support from any other place [...] It’s a really great experience, especially if you want to do well in life - better than average.”

Karrin looks forward to applying to college, and eagerly anticipates the time when she can welcome New City Kids teens onto her campus and encourage them with her own story.

# COLLEGE TOUR

15 graduates of our SAT Prep Class earned the opportunity to attend New City Kids' annual East Coast College Tour. This tour includes visits to 14 schools, many of which are attended by former Teen Life Interns, giving current Interns the opportunity to see someone from their neighborhood, and in many cases their own high school, in a college environment.



*Over the course of the week, the teens met and heard from 17 former Teen Life Interns!*





## AFTER SCHOOL CENTER

New City Kids' After School Center has capacity for 82 children at New City Kids' primary location on Fairmount Avenue and in 2011, added a second site on Vroom Street that can accommodate another 55 children. The Center is open from 3-6 PM, Monday through Friday, during the Jersey City Public Schools' school year and draws first-eighth grade students from local elementary schools. The After School Center strives for excellence in three areas: providing outstanding education in the performing arts, giving strong academic support, and making the program available to low-income families.

## QUICK FACTS

- Average daily After School Center attendance has risen from 63 to 75 kids at our Fairmount Ave. site.
- 43 kids each received over 150 hours of musical instruction in keyboard, bass, voice, or drums.
- To better serve the language needs of the community at the Vroom Street site, we offered ESL classes as one of the fun electives classes for kids.



## DRUM CLASS



One of the best-loved classes at New City Kids is the drum class. Offered as both beginning and advanced classes, kids learn rudiments and beats. The advanced class went far beyond their goals: they learned how to play, build, and write numerous traditional West African and Cuban drum styles.

## BASS CLASS



The New City Kids bass class was taught at our Fairmount Ave. site this year. Kids began in the class and learned the basics of bass guitar from our skilled Teen Life Interns. Those kids were then able to show off their newly acquired skills in a special Christmas performance for their parents.

# AXL'S STORY *after school center*



“There’s no place better than New City!” This is Axl Cruz’s first year in the After School Center, and he already has an enthusiastic opinion of New City Kids. As a 5th grader at a local elementary school, Axl attends our After School Center every weekday. Here, he plays outside with his friends, receives homework help, and gets the chance to attend keyboard class. In fact, playing the keyboard is Axl’s favorite part of the day.

Only 11 years old, he has learned to play the drums and the keyboard, and even performed in front of over 650 people during our annual spring concert. Interestingly, music is not what initially drew Axl

to the After School Center. He started coming because he heard about the academic support we offer: “New City Kids teaches you about geometry, geography, and writing, so I was interested in joining.”

While the music school has now captured his focus, Axl is also proud to have advanced to the highest level in our academic incentive structure. Axl’s success is due in part to the personal connection he has developed with our staff. He’s specifically grateful for the impact our After School Center Director, Jeremy Jerschina has had in his life: “I look up to Jeremy because he talks about God, and he loves everybody at New City.”

Axl may only be in 5th grade, but he is already looking forward to his chance to join the Teen Life Intern program in high school: “I just want to teach the kids piano!” he says. Axl looks forward to passing on what he has learned, and he hopes to someday be a professional musician. As a young person who has already played and performed more than most adults, it seems that he is well on his way.

# 115 VROOM ST.

Our second after school center site is located at 115 Vroom Street, and serves a largely Egyptian population. This year it has experienced tremendous growth with average attendance rising from 25 to 34. Kids at this site have the opportunity to participate in bass, keyboard, and rec classes as well as receive much-needed ESL instruction.



*Kids at our Vroom St. site received over 275 hours of ESL support!*





## SUMMER CAMP

New City Kids' 2013 Summer Camp was an energetic day camp that ran four weeks, Monday to Fridays throughout July. Children came in each morning to enjoy a high octane time of music, games, and powerful sermons, followed by classes in dance, art, and rap & song. Each Summer Camp group spent at least one day each week on an all-day field trip to exciting places in New Jersey and New York. Park days, swimming, museum visits, and other trips took them out of the heat of the city. Summer Camp culminated in a special performance where the kids were able to demonstrate all that they had learned to their proud parents and family members.

## QUICK FACTS

- Kids attended all-day field trips around the state, with every group experiencing at least one educational field trip.
- A record 100+ kids registered for Summer Camp in 2013.
- In order to serve more kids and be a blessing to families, we extended Summer Camp from 4 days/week in 2012 to 5 days/week in 2013.



## CLASSES



Three classes were offered this year in dance, art, and rap & song. Each child rotated through these classes every day of Summer Camp. The classes planned activities centered on the Space Jam theme and worked together to remind the kids of God's intergalactic love!

## FIELD TRIPS



The entire camp was divided into 4 teams based on age, and every team went on at least 1 field trip per week. Field trips included visits to museums, state parks, swimming pools, and local attractions. All the activities were designed to give the kids a regular break from the crowded heat of the city.



## CITY SAIL

City Sail's mission is to open the waterways of the city to the young people who live here. We do this through sailing and swimming instruction, and in the process help them develop teamwork and other valuable life skills. Through the acquisition of nautical knowledge and experience, teens earn distinction and points which secure exciting gear and other rewards. City Sail takes teens off the hot, steamy summer streets of Jersey City and out onto the Hudson River and into New York Harbor, with views of lower Manhattan, the Statute of Liberty, and Ellis Island. Other water sports and outdoor activities are also offered throughout the summer.

# QUICK FACTS

As New Jersey's only free sailing school, City Sail provided 28 teens with the experience of a lifetime:

- 12 hrs. of classroom training
- 17 hrs. of swimming lessons
- 27 hrs. of on-the-water sailing instruction
- 5 sailing related field trips around the state
- Opportunity for 7 teens to earn a 3-day sailing trip



# INSTRUCTION



Expert volunteer instructors are an integral part of City Sail. These talented men and women, who have professional sailing backgrounds, are the reason for the exceptional quality of the program.

# SAILING THE HUDSON



City Sailors learn to sail on the Hudson River in the shadow of the Statue of Liberty and lower Manhattan. Seeing these famous landmarks from a sailboat is remarkable!



## X-CHANGE

New City Kids is committed to sharing the love of Christ with the young people involved in the Teen Life Internship program and After School Center. Continuing with the theme of leadership development, teens have the opportunity to join the X-Crew, a team that creates and leads a monthly outreach event for teenagers called the X-Change. Teens also participate in one on one meetings with adult staff members, focused on building relationships, Bible study, prayer and crisis management. Finally, teens are invited to participate in small groups that range from introductions to the Gospel to more in-depth studies of discipleship.



## BRIGHTER DAY

The Brighter Day Program provides group and individual therapy for children and teens that have experienced sexual abuse, domestic violence, grief and loss, and other traumatic childhood events. Trauma-focused play and cognitive behavioral therapy are utilized within a safe and loving environment, enabling children to address the shame, grief, fear, and confusion that abusive and traumatic experiences often bring. While childhood trauma often undermines a child's coping abilities, security and confidence, the Brighter Day program instead opens a way for children to heal, growing into the confident and gifted people they were created to be.



# BIBLE QUIZZING

Bible Quizzing has been a part of the ministry at New City Kids since 2011. Over the last 4 years, 40 kids have participated in the program. This year, over 500 verses were memorized by our Bible Quiz Team. Through one-on-one coaching, study time and repetition, students are able to memorize large portions of scripture. They quote their verses to a staff member and are also tested on this material during weekly quiz sessions where Bible Quizzers gather for friendly competition. This year, 6 teens traveled all the way to Bloomington, MN to participate in BQF Nationals. New City Kids is proud to be able to offer so many youth the opportunity to learn the Bible.



# CAPITAL CAMPAIGN

This year, New City Kids launched a three-year Capital Campaign that will allow us to serve 50% more children, care for our staff, engage volunteers, and renovate and upgrade our facilities. Due to many generous gifts we met our goals for Phase 1! These gifts allowed us to purchase a staff house for our adult staff and interns. We were also able to renovate our current building to provide 3 additional classrooms and much needed office space. We are so grateful for all who helped us meet this goal! We have now moved on to Phase 2 of our plan to expand our facilities to serve more children and teens in Jersey City.



## NEW CITY KIDS EXPANDS

For 20 years New City Kids has honed its strategy to bring whole life transformation to at-risk children. This year our founder, Trevor Rubingh, will begin on an adventure to create not only the next New City, but a system for multiplying New City Kids. Each New City will be characterized by the same tested model of combining music, leadership development, college readiness and spiritual development to create a community of hope for children. As Trevor plants the seeds for further midwestern growth by establishing the next New City Kids in Grand Rapids, we also prayerfully look for opportunities to plant in Paterson, NJ, and other cities where God leads us.

# OUR PARTNERS



**Saint Peter's**  
UNIVERSITY

*The Geraldine R.*

**DODGE**

FOUNDATION

IMAGINE A BETTER NEW JERSEY



**SILVERMAN**  
BUILDING NEIGHBORHOODS

**WELLS  
FARGO**



Mercedes-Benz



**Atlantic  
Stewardship  
Bank**



**PASCALE SYKES**  
FOUNDATION



BUILDING TEAM SPIRIT TOGETHER

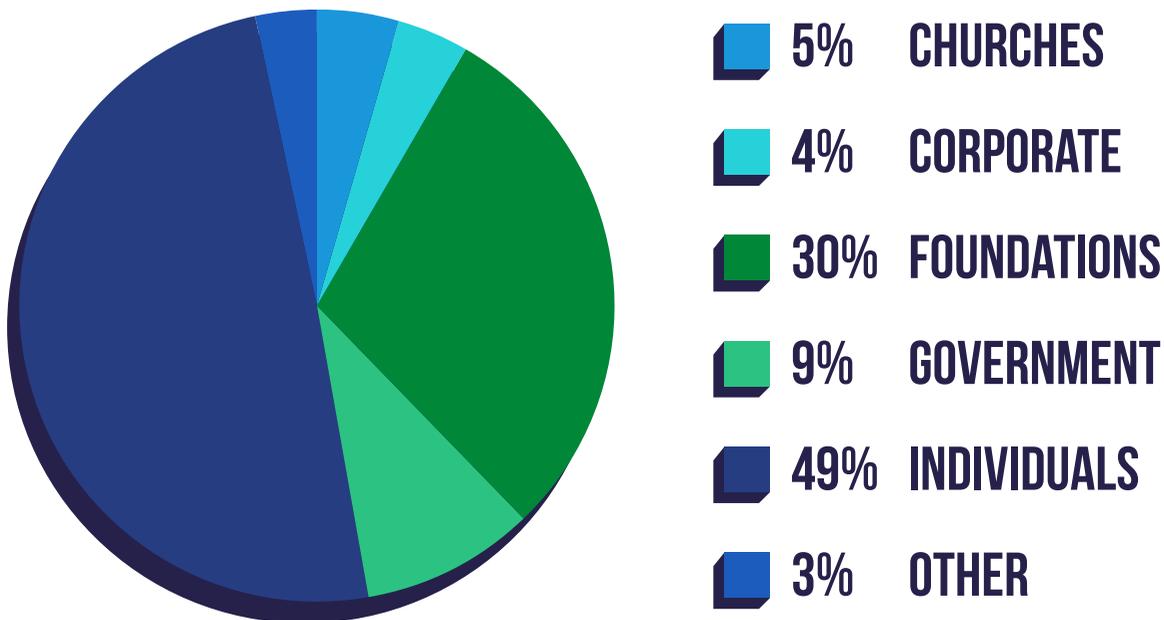


**CAREPOINT HEALTH FOUNDATION**

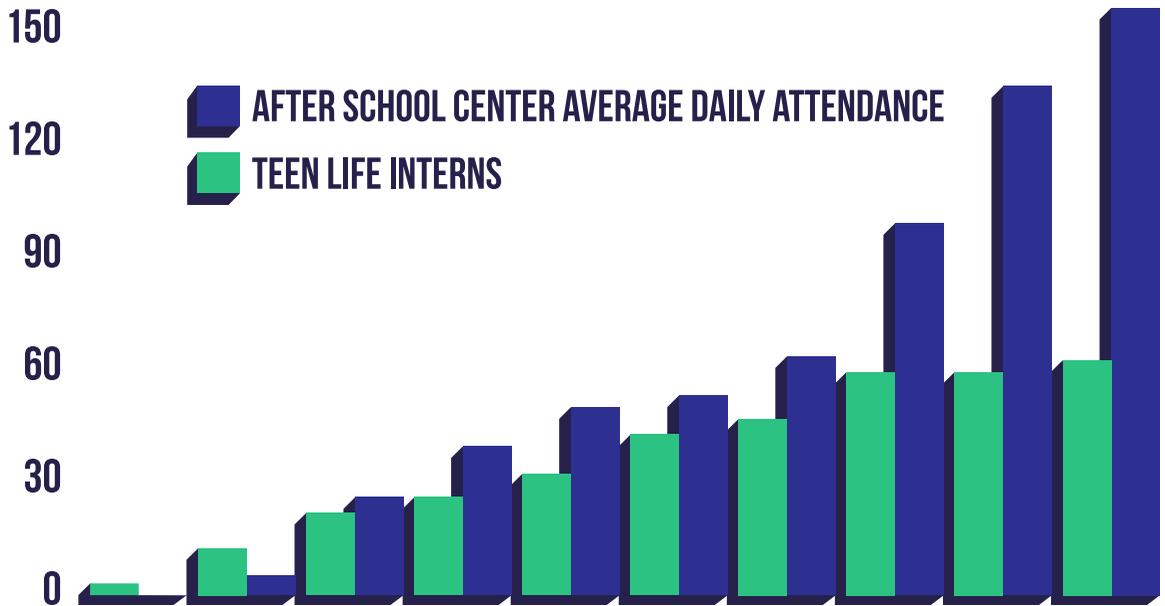
# ORGANIZATIONAL GROWTH

The growth New City Kids experienced in 2013-2014 continues the exciting trend we have seen over the last decade. This year our budget enabled us to hire a record number of Teen Life Interns, and this increase in staff allowed for the expansion of After School Center capacity at both of our sites. All of this was made possible by the generous contributions of donors and partners. For as our budget has grown, so has the depth and commitment of our donor base. **This year, roughly half of New City Kids revenue came from individual donors** and community members who believe in our mission of loving kids for change. As New City Kids moves forward, we are excited to welcome new partners to continue the expansion of vision, programs, and impact.

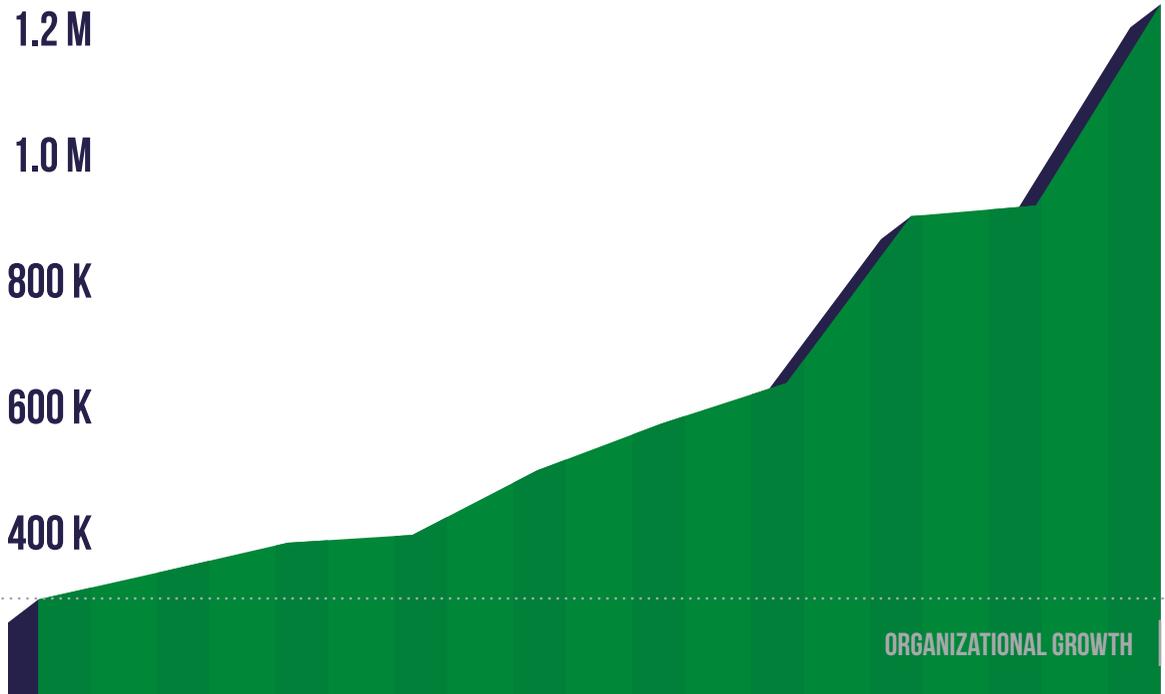
## FUNDING STREAMS BREAKDOWN



## YOUTH INVOLVEMENT 2004 - 2013



## BUDGET GROWTH 2004 - 2013



# AUDITED EXPENSES AND REVENUE

## EXPENSES: YEAR ENDED JUNE 30, 2013

Salaries and Wages . . . . .	\$ 545,509
Payroll Taxes . . . . .	79,300
Office Expenses . . . . .	66,082
After School Center . . . . .	22,975
Health Insurance . . . . .	12,964
Training / Development . . . . .	38,249
Subcontractors . . . . .	3,750
Program Expenses . . . . .	16,477
Educational Expenses . . . . .	23,725
City Sail . . . . .	13,993
Professional Fees . . . . .	11,847
Management Fee . . . . .	30,000
Building Fee . . . . .	10,000
Insurance . . . . .	29,210
Bad Debt . . . . .	6,620

**Total Expenses . . . . . \$ 910, 701**

## REVENUE: YEAR ENDED JUNE 30, 2013

Contributions . . . . .	\$ 310,755
After School Center . . . . .	30,208
Donor Support . . . . .	149,428
Raised Support . . . . .	3,350
Fundraising, net . . . . .	297,655
Church Support . . . . .	66,309
Other . . . . .	8,740
<b>Total Revenue . . . . .</b>	<b>\$ 866,445</b>

**NET ASSETS: YEAR ENDED JUNE 30, 2013**  
**\$ 283,862**

# BOARD OF DIRECTORS

- PETER STEENSMA, PRESIDENT**  
*Consultant (former CTO of IIT Electronic Systems)*
- SAM KIM, VICE-PRESIDENT**  
*Vice Chairman, Englewood Hospital & Medical Center, Independent Investor*
- S. CHARLES DUNN, SECRETARY**  
*Teacher, Pride Academy Charter School*
- JOHN VAN BUITEN, TREASURER**  
*Accounting Manager, Financial Consulting Strategies*
- GEORGE BLACK**  
*Director Product Development, Barclays Prime Brokerage*
- ANDREW GROFF**  
*Controller, Power Generation & Asset Management Firm*

- CHRIS KIM**  
*Director, Business Development, Bethel Industries*
- RICHARD NARRAMORE**  
*Senior Editor, John Wiley & Sons*
- SEBASTIAN OLUKUN**  
*Business Administrator & Registrar, The Nest & Mustard Seed School*
- NANCY PEDULLA**  
*Associate Director of Graduate and Faculty Ministries, InterVarsity Christian Fellowship / USA*
- OSCAR VELEZ**  
*Principal, JCPS 22*
- DON WESTRA**  
*Business Owner, Wayne Tile*

# OUR STAFF

New City Kids wouldn't be the success story it is without the tireless and passionate people who make it all happen. Meet the men and women who come together to create this special world where young lives are forever changed.



**JOSH DORNOS**

*Executive Director*



**REV. TREVOR RUBINGH**

*Founder, New City Kids  
President*



**DAYMIRIS GELL**

*Teen Life Internship  
Director*



**KATE NORDLING**

*Office & Grant  
Manager*



**NERMIN ATTALLAH**

*Parent Coordinator*



**GEORGE GERMAIN**

*Building & Equipment  
Manager*



**SARAH RICHMAN**

*Creative Ministries  
Coordinator &  
Job Coach*



**LUKE BERLIN**

*Job Coach*



**KEISHER HARRIS**

*College Coordinator*



**KANEISHA SMITH**

*After School Center  
Assistant*



**JAIMEO BROWN**

*Worship Team  
Coordinator*



**JEREMY JERSCHINA**

*After School Center  
Director,  
Fairmount Ave. Site*



**TIA SMITH**

*After School Center  
Assistant Director*



**GABRIEL CHARLES**

*Worship Team  
Assistant*



**SANDY JOHNSON, LCSW**

*Brighter Day  
Therapist*



**GABRIEL STIRITZ**

*Development Director*



**ALESSANDRO DI LEONARDO**

*After School Center  
Assistant Director*



**DAVID LEITMAN**

*Music Director*



**JACKIE THOMPSON**

*After School Center  
Director,  
Vroom St. Site*



**ANDREA DUNN**

*Financial  
Administrator*



**DEBORAH LEMMEN, LSW**

*Program Director*



**MALIKA THOMPSON**

*After School Center  
Assistant*