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Jersey City, NJ 07306
newcitykids.org/jerseycity

New City Kids: Grand Rapids
City View Church
960 Alpine Ave. NW
Grand Rapids, MI 49504
newcitykids.org/grandrapids

New City Kids: Paterson
Madison Ave. Crossroads
498 Madison Ave.
Paterson, NJ 07514
newcitykids.org/paterson

design: hybridstudios.com



New City Kids
loving kids for change
2015 | 2016 ANNUAL REPORT

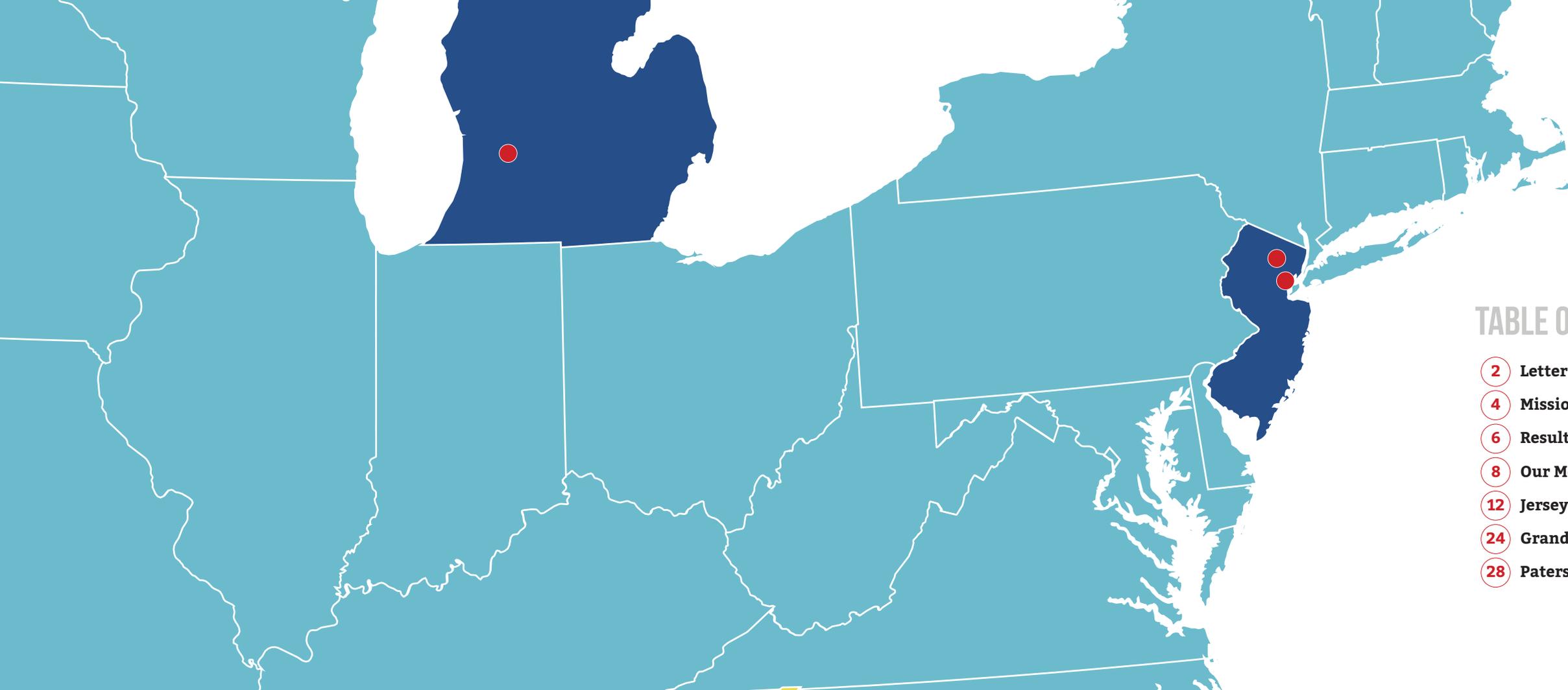


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LETTER FROM THE PRESIDENT

I am so excited to be a part of this amazing organization. Over the last two years, we have doubled in size. We are captivated by a vision of bringing the life-changing impact of leadership to more youth in more cities. Our growth comes at a critical time as the urban centers in our country and in the world are being torn apart by racial division, anger, frustration, underemployment, and so much fear. But New City Kids combines three elements that work like an arrow shot at the heart of need.

First, we model and practice loving relationships across races. As children and teens grow up, they see adult leaders from many races working side by side to mentor, coach, teach, and love youth from every racial background. Youth who grow up at New City Kids are used to being encouraged but also disciplined by people from any number of races. What a preparation for college, business, and professional life! And what a great strategy for healing racial division in our country. Second, we work with children. Children are malleable. The “DNA” of their approach to life is not yet set: they can be taught hope or despair. They can be taught that they have capacity, leadership ability, and real opportunity to not only succeed in life, but be agents of change in the

world around them. That’s why at New City Kids, we put children and teens in charge of nearly everything. Because they are malleable, teens are willing to try this leadership gig. Because we follow through and actually put them in charge, they form deep beliefs about their identity as change agents. Third, we share with them a message that they are not alone. There is a God who loves them and has put good things in their path. As they go through the most vulnerable years of their life, we share and model a love for them that goes even deeper than the brokenness and despair all of us are tempted at times to feel. Now, what is so amazing is that when you combine these three things, you have a formula to change the distress facing so many of our urban centers.

I pray as you leaf through this report, the colors, smiles, and beauty of these three facets will come together to give you hope!

Trevor Rubingh
Co-Founder & President
New City Kids

MISSION

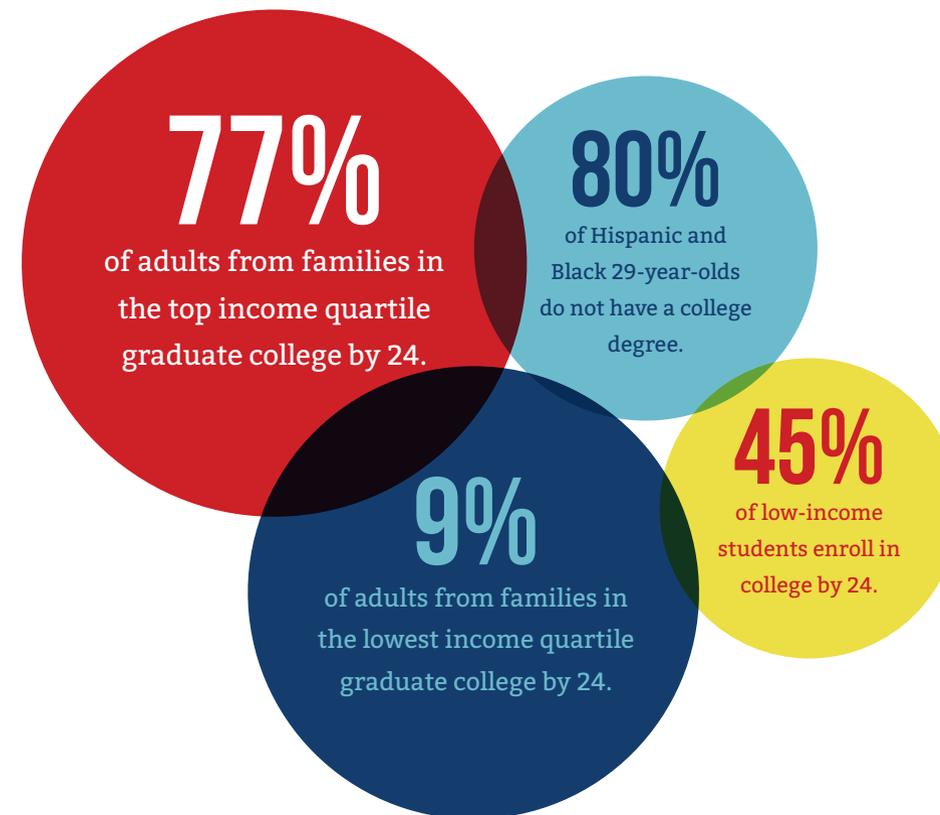
Loving kids for change to create a community of academic, leadership, musical, and spiritual development.

VISION

To walk with a child from age six to 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, New City Kids strives to set youth on a path of transformation that will carry them forward for the rest of their lives.

THE NEED





RESULTS OVERVIEW

New City Kids served 390 youth daily this year, up from 233 the year before.

TOP 50

Arts After School Center in the United States for the 3rd year in a row, recognized by the White House.

270

days open and serving youth in 2015-16.

597

total youth served in 2015-16.

138%

growth in daily attendance from 2014 to 2016.

100%

college matriculation since 2009.

90%

of alumni are in college or on track to graduate.

90%

of alumni report growing in their faith.





OUR MODEL

HOW NEW CITY KIDS WORKS



Adults mentor and supervise teens. High school students work as music teachers and tutors in After School Centers.



1st to 8th grade students attend five After School Centers. They study, do homework, and learn drums, bass guitar, keyboard, vocals, and other performing arts electives.

HOW DO YOU BREAK THE CYCLE OF POVERTY?

By deeply investing in the lives of young people.

Everyday, young people enter New City Kids and become musicians, teachers, tutors, sailors, and leaders. The After School Centers and the Teen Life Internship offer these life-changing experiences, working hand-in-hand as engines of holistic change in the lives of young people.

The After School Centers provide 1st to 8th grade children with strong role models while they work on homework, learn to play an instrument, and explore faith, all in a safe environment. New City Kids hires high school students to staff these centers as tutors and music class teachers who invest in young students every afternoon.

The Teen Life Internship equips and empowers high school students to act as role models and leaders to young students. Every teen intern is mentored by adult staff, trained as a professional, and prepared for college. At the same time, teens hear about the love of Jesus, grow creatively, and gain skills for navigating life after high school. Teens employed by New City Kids spend an average of 475 hours per year involved in the program. Young people emerge from this experience as college-bound individuals, supported by a loving community of adult staff and peers.

TEEN LIFE INTERN

Meet
OLIVER



- Senior in high school.
- Has grown up in Jersey City his whole life.
- Spanish is spoken at home.
- Loves music, loves performing.
- Has been attending New City Kids since the 2nd grade.

At New City Kids, Oliver:

- Learned to play drums.
- Found a passion for helping others.
- Was hired to work as a drum teacher in 9th grade.
- Earns a paycheck for teaching children.
- Plays drums for the New City Kids worship band and tours the state.
- Took an SAT prep class his junior year, went on college tour the same year, visiting 14 schools.
- Wants to major in music production.
- Spends over 400 hours at New City Kids each year.
- Mentors Kyle and Jan Carlos, middle school boys.

AFTER SCHOOL STUDENT

Meet
KYLE



- Lives in the neighborhood near New City Kids.
- Goes to an elementary school four blocks from New City Kids' Fairmount Ave. site.
- To provide for Kyle's family, his mom sometimes works back-to-back shifts.

At New City Kids, Kyle:

- Learned to play drums in Oliver's class.
- Isn't hanging out on the streets with other youth.
- Says that Oliver helped him control his anger.
- Looks up to "basically everybody" on staff.
- Attended Summer Camp this year.
- Wants to go to college.
- Has someone to help him with homework.



NEW CITY KIDS: JERSEY CITY

JERSEY CITY: AFTER SCHOOL CENTERS

The Jersey City After School Centers served 188 children daily at three locations: the Fairmount Ave. site, Vroom St. site, and Lafayette site. The Centers offer both beginning and advanced drums and keyboard classes as well as bass guitar, visual arts, dance, and physical fitness. New City Kids also piloted a reading program to help close the reading level gap that exists across Jersey City, and particularly in the schools where New City Kids' students attend.

In November 2015, New City Kids opened a new After School Center through a unique partnership with Public School #22 and Fountain of Salvation Church. The new site serves 60 children and employs 20 teens.

153

days open during the school year.

52%

attendance increase year over year.

188

children served daily.

JERSEY CITY: AFTER SCHOOL CENTERS

1,840

music classes
taught by teens.

714

hours of group
homework assistance
provided.

66

year-long targets met
for academic and music
achievements.

574

hours volunteered
by parents.





JERSEY CITY: TEEN LIFE INTERNSHIP

New City Kids Teen Life Internship employed 91 high school students from across the city as music teachers and tutors at the three After School Centers. These students were trained, mentored, and put in leadership positions. The success of the program is evident, growing both in size and depth over the previous year's staff of 70 high school students.

91

high school students employed.

100%

of New City Kids high school seniors have enrolled in college since 2009.

475

hours spent at New City Kids on average by each teen in 2015-16.

561

one-on-one mentoring meetings were held with Teen Life Interns.

JERSEY CITY: ALUMNA FEATURE

DeJanee Green is on fire for urban education reform.

This passionate New City Kids' alumna graduated from Kean University in 2016. Now she's teaching at North Star Charter Academy of Newark, with a love for children that she discovered during her time at New City Kids.

DeJanee has a deep desire to level the playing field for the next generation. "I realized how much I love working with kids," she says, which is important because "in order to have a full grasp on education reform, especially urban education reform, you need to be in the classrooms and teaching the students that you want to help."

DeJanee's desire to pursue education reform stems from the inequality she witnessed in high school. "I went to McNair Academic [High School]. But people who went to Snyder, also a public school, didn't get the same education...I don't think that's fair. Why shouldn't we have the same resources? I want to work for an urban education board and figure out what the problem is from the inside."

A first-generation college graduate, DeJanee's desire for education reform is personal. "My parents didn't know much about the college process," she says. Her sister is now transitioning into high school, and her brother into college. Both will also be first-generation graduates, pioneering educational achievement in their family along with their older sister. Thanks to DeJanee's experience at New City Kids, she is now resource to both her siblings and the community.

(DeJanee, left, Teen Life Intern from 2009-12, with Charisma, her godsister and current Teen Life Intern.)



284

hours of specialized college readiness support given.

90%

of New City Kids alumni are in college or are on track to graduate.

132

high school students have graduated from the Teen Life Internship.

18

high school seniors graduated and enrolled in college in 2016.



JERSEY CITY: SUMMER CAMP

Summer Camp is a four-week urban day camp experience that hosts approximately 100 1st to 8th grade children at the Fairmount Ave. location. Children take classes, go on field trips, and hear about the love of God through skits, music, and drama. Each summer, New City Kids develops an original theme that explores faith, life, and growing up in the city from a new perspective.

95

children attended
Summer Camp
in July 2015.

47

children from Summer
Camp went on to enroll in
the After School Center.

12

field trips took children
on adventures across
the state.

JERSEY CITY: CITY SAIL

City Sail opens the Hudson River to Jersey City youth through a free five-week sailing and swimming program. Youth learn the basics of sailing on the Hudson River and take an introductory course in swimming technique at a local university. Youth compete to earn prizes along the way by learning to tie knots, passing tests on sailing terminology, and using real-life sailing skills on the water. The program culminates in a three-day sailing trip on the Long Island Sound at the end of the summer.

33

local middle and high school students participated in City Sail in 2015.

190

boat rides offered.

192

hours were donated by sailors and volunteers.





NEW CITY KIDS: GRAND RAPIDS

GRAND RAPIDS: AFTER SCHOOL CENTER

The Grand Rapids After School Center finished its second year of programming, growing from an average of 27 to 44 children served every day. The Center operates in partnership with City View Church, which is located near three large public schools. In addition to the After School Center Music School, New City Kids has invested in its outreach, offering free music classes at nearby Stocking Elementary School.

63%

attendance growth
in one year.

\$5,000

of high-quality musical
instruments given
to students.

35

children memorized 12
consecutive verses from
the Gospel of John.

120

hours of music lesson
sessions were completed
by 20 children.

GRAND RAPIDS: TEEN LIFE INTERNSHIP

The Grand Rapids Teen Life Internship finished its second year serving at-risk youth. Dozens of teens participated in the program, with a daily average of 20 teens on staff, eight more than the previous year. Teens served as music teachers and tutors to children in the After School Center, and participated in Bible studies, mentoring meetings, socio-emotional support groups, and a worship band. The program is gaining traction, and this year had four graduates that all went on to college.

105

hours of college readiness support was provided to high school seniors.

254

hours of academic tutoring were provided.

7

teens completed the 2nd annual College Tour.

122

one-on-one mentoring sessions were held between adult and teen staff.

JERSEY CITY & GRAND RAPIDS: BRIGHTER DAY

Every student at New City Kids is offered education, support, and crisis intervention around the issues of child abuse, domestic violence, and other traumatic events. Facilitated by trained clinicians, Brighter Day operates in Jersey City and Grand Rapids, providing 12-week classes, individual counseling, and support groups, using trauma-focused cognitive behavioral and play therapy. A safe space is created for children and teens to learn critical socio-emotional skills, enabling them to heal and grow confidently into their future.

50

children completed a 12-week “Kids Have Rights” class.

34

Teen Life Interns participated in a 12-week support group.

25

children received direct support and intervention.





NEW CITY KIDS: PATERSON

PATERSON: AFTER SCHOOL CENTER

The After School Center launched in September 2015 and quickly gained traction in the community through a strong partnership with Madison Ave. Crossroads Community Ministries. The program serves children primarily from Paterson Public School #21. The Center's reading program works with 1st and 2nd grade students to directly address the large academic gap that the children face.

37

children served daily.

5

classes offered: drums, dance, marketing, sports, and art.

9

beats and six fills learned by drum class kids.

50

U.S. states, eight parts of speech, and math were learned through the extra credit program.

PATERSON: TEEN LIFE INTERNSHIP

The Paterson Teen Life Internship launched in 2015 in conjunction with the After School Center. The first class of seniors finished the school year, graduated high school, and are enrolled in college!

18

high school students were employed by New City Kids in Paterson.

144

mentoring meetings were held with Teen Life Interns.

12

Teen Life Intern job trainings were held.

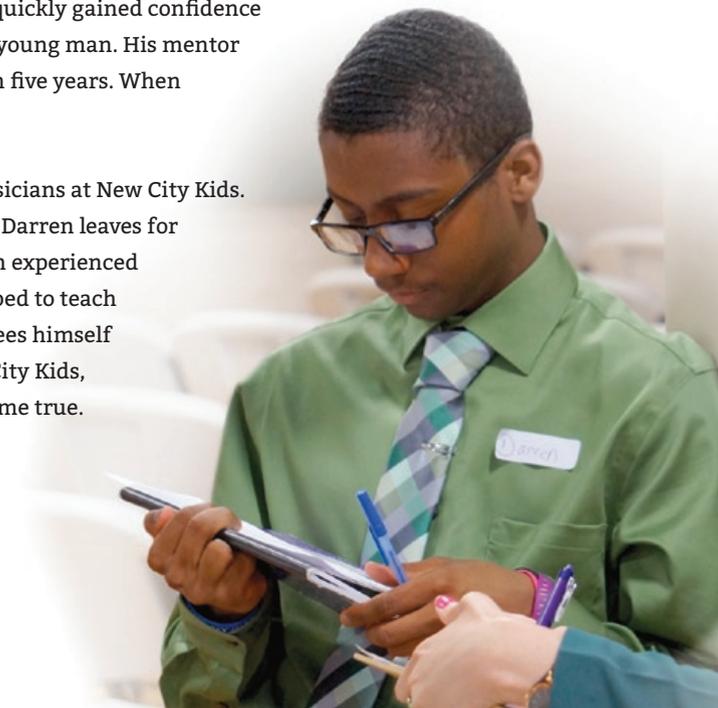
63

volunteer hours logged by Teen Life Interns in addition to their working time.

PATERSON STORY: DARREN

Darren, a freshman, is the lead teen drum teacher and resident dreamer at New City Kids: Paterson. At the beginning of the school year, he was quiet, but was thrust into leadership when his co-teacher took a leave of absence. As the year progressed, he quickly gained confidence as the leader of his brand-new drum class. Darren is a thoughtful young man. His mentor asked him to think about what he wants New City Kids to be like in five years. When asked to think about the future, he lit up.

This 14-year-old sees himself starting a legacy, a genealogy of musicians at New City Kids. Darren's 5th grade student, Jon, will be teaching drum class when Darren leaves for college—and Darren's dream is for Jon to be the best. Jon will be an experienced musician because of Darren's investment, and he'll be well-equipped to teach the next generation of drummers. As for his own future, Darren sees himself in college, traveling, and pursuing his passion for music. At New City Kids, Darren doesn't just dream about a better future; he's making it come true.





LOOKING AHEAD

New City Kids couldn't look forward without acknowledging the support of the many who make these programs possible each day. New City Kids is immensely grateful to a community of over 1,000 supporters, dozens of full and part-time staff, volunteers, and prayer partners who have made it possible for New City Kids to serve thousands of children in Jersey City, Grand Rapids, and Paterson.

In the coming years, New City Kids will launch new sites in existing and new cities. New staff will be hired, new systems put in place, and ever-changing community needs will dictate new programs and new strategies. What will not be new is New City Kids' commitment to serving the hurting and often unseen youth in urban communities through holistic and gospel-centered programs.

Whether you've supported New City Kids since the beginning or you're learning about the mission for the first time, you will make a difference by being a part of this community as together, we love kids for change.

LEADERSHIP & STRUCTURE

NATIONAL



Trevor Rubingh
Co-Founder & President



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Josh Dornbos
Executive Director



Daymiris Echeverria
Program Director



Jackie Thompson
Teen Life Internship
Director



Tia Smith
After School Center
Director



Jenae Gayle
After School Center
Director



Alessandro DiLeonardo
After School Center
Director



Laura Gosa
Development Director



Rasaan Bourke
Music Director

PATERSON, NJ



Jeremy Jerschina
Executive Director



Meka Ward
After School Center
Director



Yaritza Lopez
Teen Life Internship
Job Coach



Daniel Cody
Music Director

GRAND RAPIDS, MI



Trevor Rubingh
Executive Director



Linda Rubingh
Co-Founder &
Associate Director



Ellie Arreguin
After School Center
Director



Gordon Lee
Teen Life Internship
Director



Maurice Townsend
Music Director

BOARD OF DIRECTORS

New City Kids is a 501(c)(3) non-profit organization comprised of wholly owned subsidiaries—New City Kids: Jersey City, New City Kids: Grand Rapids, and New City Kids: Paterson. Each subsidiary has an independent board of directors and operates with fiscal independence. New City Kids operates with a core vision and set of values for breaking generational cycles of poverty in inner cities.

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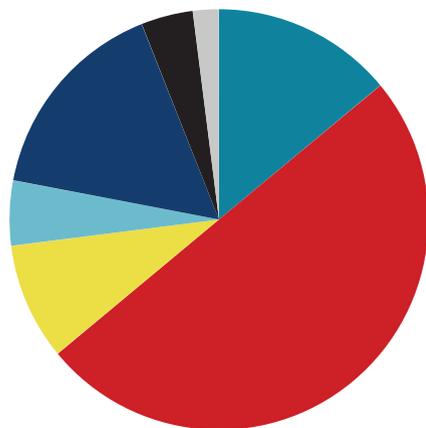
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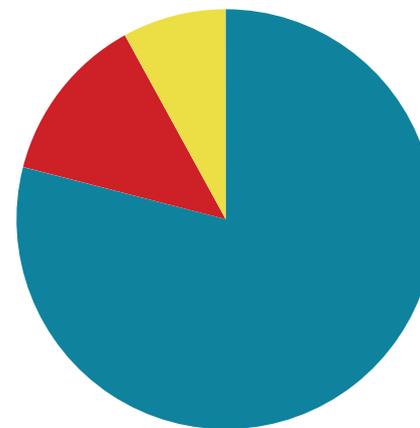
WHERE WE GET OUR FUNDING



REVENUE

50%	INDIVIDUAL SUPPORT	\$767,525
16%	FOUNDATION GRANTS	\$249,141
14%	CHURCHES	\$205,745
9%	GOVERNMENT GRANTS	\$131,388
5%	CORPORATE GRANTS	\$68,144
4%	SERVICE FEES	\$57,352
2%	OTHER	\$24,906
	TOTAL REVENUE	\$1,506,201

WHERE WE SPEND OUR FUNDING



EXPENSES

79%	PROGRAMMING	\$1,055,796
13%	FUNDRAISING	\$175,851
8%	ADMINISTRATIVE	\$112,602
	TOTAL EXPENSES	\$1,344,249

Data from independently audited 2014-15 financial statements prepared by Fylstra & Associates, LLC.

PARTNERS

The Achelis and Bodman Foundations
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 BCB Community Bank
 CDV5 Foundation
 Cedar Hill Christian Reformed Church
 City of Jersey City
 City View Church
 Combe, Inc.
 Crossroads Bible Church
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You can help break cycles of generational poverty.
Donate online at www.newcitykids.org/donate
or fill out the facing page.



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Mailing Address _____

City _____ State _____ Zip _____

Email _____ Phone Number _____

I WANT TO MAKE A DIFFERENCE BY GIVING:

- \$5,500 Sponsor a Teen Life Intern
- \$2,500 Scholarship for one child in an After School Center
- \$500 Provide a scholarship for a senior
- \$ _____ One-time
- \$ _____ Monthly

LOCATION:

- Jersey City
- Grand Rapids
- Paterson



I AM GIVING BY

- Cash
- Check (payable to New City Kids)
- E-Check Account # _____ Routing # _____
- Credit Card (fill out information below)
 - Name _____
 - Billing Address _____ City _____ State _____ Zip _____
 - Card Number _____
 - Expiration Date ____/____ CVV _____ Mastercard Visa Discover
- My Company, _____, will match my gift.
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Jersey City, NJ 07306

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