LOVING KIDS FOR CHANGE TO CREATE A COMMUNITY OF ACADEMIC, LEADERSHIP, MUSICAL, AND SPIRITUAL DEVELOPMENT

PATERNON, NJ
113 TOTAL YOUTH SERVED
23 YEARLONG INTERNSHIPS
39 DAILY AFTER SCHOOL

JERSEY CITY, NJ
333 TOTAL YOUTH SERVED
93 YEARLONG INTERNSHIPS
157 DAILY AFTER SCHOOL

GRAND RAPIDS, MI
124 TOTAL YOUTH SERVED
26 YEARLONG INTERNSHIPS
47 DAILY AFTER SCHOOL
Letter from the President

“Loving kids for change.”
“Always learning, measuring, and improving.”

These are two foundational directives for New City Kids—and yet they often work in tension. If you ask the kids what changed their life during their ten years at New City Kids—they will always answer, “It was Alex,” or “Jackie was like a mother to me.” This is true. Our goal is to spend 3,000 to 5,000 hours with each young person who attends New City Kids, walking with them through their darkest times and greatest successes. What makes us unique, and what has enabled us to expand to five sites while maintaining a 100% college matriculation rate, is how we ruthlessly articulate, analyze, and seek to improve everything we do during all those hours.

If you look through these pages you will see evidence of each directive—the smiles that come from our kids being loved day in and day out, and some of the more than 1,000 data points we continue to measure in an effort to serve more children and teens in better ways, bringing greater transformation than the year before.

Trevor Rubingh
Co-Founder & President
New City Kids
WHO WE ARE

New City Kids is a community of youth development with two tiers that support and complement each other.

The first tier is a music and arts-focused after school center for at-risk children from 1st to 8th grade, offered five days a week. Unlike many after school centers which settle for "keeping kids off the street," New City Kids has an outcome-driven culture centered on achievements in four areas of study: (1) social studies, (2) math, (3) language arts, and (4) music. Each student works through a yearlong learning process, ascending through milestones of achievement in each of these four disciplines.

But what really makes the New City Kids unique is the second tier. The After School Centers are not run by paid adults or volunteers, but almost entirely by paid high school interns. New City Kids’ internships are designed to open teens’ eyes to their own amazing abilities and to awaken them to the joy of leadership, the value of earning money, the attainability of a college education, and the transforming power of God’s love.

Every day as the teens come to work, they realize that the program depends on them. They begin to own the idea of serving children. They take pride in the classes they develop for their students. Before they know it, they are not seeing themselves as victims, but as agents of change. In order to keep their jobs as interns, they must progress through a carefully constructed curriculum of life skills development, leadership training, academic support, college readiness, and professional exposure visits.

The result is that at the end of their four-year internship, teens see beyond themselves, have confidence in their abilities, are awakened to the value of delayed gratification, and have become hungry for success.
77% of youth from families in the top income quartile graduate college by 24. vs 9% of youth from families in the lowest income quartile graduate college by 24. Only 20% of Hispanic and Black 29-year-olds have a college degree.

The Need

Generational poverty is a destructive cycle in cities across America. Education can break that cycle.
697 Youth Served

100% College Matriculation Since 2009

$2.3m Donated to Empower Youth to Change Their Communities

Breaking the Cycle in 2016-17

53 Performances Led by Teen & Kid Bands

90% of Alumni Are in or Have Graduated College

313 Days Serving Youth During the Year

1,071 Donors from 30 States

66% Growth in Youth Served Over Two Years

143 High School Students in Yearlong Life-Changing Jobs

243 Children Served Every Day After School
OUR MODEL

New City Kids empowers urban youth to break the cycle of generational poverty.

Paid adult staff coach and mentor the high school students.

High school students are hired to work as the music and tutoring staff. Teens spend 500 hours per year learning, working, and growing.

1st-8th grade students attend after school programs to study, do homework, and take classes in keyboard, drums, bass guitar, and more.
Destiny's school day is long and hard. She's surrounded by peers who don't care about school and don't do their classwork. Many teens in her school talk during class, have their phone out, and even disrespect their teachers. Many times Destiny will go months with a string of substitute teachers. By the end of the day, she's tired and burnt out.

And then she walks into New City Kids. Everything is suddenly different. Destiny is a leader with purpose. She has a small group of kids that she is responsible for tutoring every day. As she walks in the door, kids run up to her, excited to see their tutor. Adults ask her how she's doing.

Throughout the afternoon, Destiny collaborates with adult staff and her teen coworkers on different projects. On the job, she's not just an employee, but a leader.

When work ends at 6pm, she keeps going: attending tutoring for academic assistance, Bible studies, music lessons, band practice, professional visits, life skills class, or college readiness. Seniors work on college applications; other teens meet with their mentors.

By the time New City Kids finally closes at 8pm, Destiny is happy, tired, and ready for the next day.

Angel comes from an exhausting day of school. Not only is it long, but he's struggled to keep up. Reading is difficult, and no one takes the time to help him one-on-one. It's also hard being creative, and the other kids sometimes make fun of him.

When he walks into New City Kids, everything changes. Angel is suddenly surrounded by people who know and love him. He looks up to his teachers (and wants to be one someday), and the adults take time to listen as he talks about his day.

Angel hears music right away almost every day. It wakes him up, giving him renewed energy and focus. He's free to find joy in creative expression without worrying about what others think. Throughout the afternoon, Angel works on homework and reading, and learns songs that help him go deeper into concepts that he sometimes misses in school.

He has fun learning to play an instrument alongside his peers. He wins prizes and works toward performances where he and his peers get to show off in front of everybody.

After School Center ends at 6pm. Angel goes home happy and tired with the day's rap running through his head. He can't wait to come back tomorrow.
New City Kids’ first location has served youth in Jersey City for 17 years. New City Kids is supported by a thriving community, including families, foundations, businesses, churches, and schools. This flourishing ministry continues to be a beacon of hope and change in a place where many face great difficulties.

<table>
<thead>
<tr>
<th>Locations</th>
<th>Total Youth Served</th>
<th>Kids Served Every Day After School</th>
<th>Yearlong Teen Internships</th>
<th>Kids in Summer Camp</th>
<th>Youth Learned to Sail</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>333</td>
<td>157</td>
<td>93</td>
<td>106</td>
<td>33</td>
</tr>
</tbody>
</table>

= 10 teens/kids
26 teens completed a six-week SAT preparatory course, raising their SAT scores by an average of 186 points.

736 hours were spent by staff mentoring teens one-on-one.

100% of seniors graduated high school and began college for the ninth year in a row.

16 alumni earned college degrees this year, including two master’s degrees.

26 teens completed a six-week SAT preparatory course, raising their SAT scores by an average of 186 points.
25% of 1st to 5th grade students increased reading ability by 2+ grade levels

1,556 hours were volunteered by community partners and supporters

108 1st to 8th grade students completed their second year of musical training
ALUMNI FEATURE

New City Kids tracks alumni through graduation and beyond. Here are three alumni who have given back to New City Kids in 2016-17. Destiny represented New City Kids at a fundraising event on Wall Street, James served on staff in the interim before starting his graduate program, and Ashley brought her marketing expertise to New City Kids through a summer internship. These young people represent over 100 alumni who have graduated and continue to serve their community.
Established in 2014, New City Kids is a powerhouse for youth leadership development, discipleship, and excellent music. Last year, New City Kids’ music school and worship band performed for audiences across Grand Rapids, and thousands saw the power of giving at-risk youth real responsibility and creative freedom. The joy of young people who are empowered to be leaders continues to be a driving force for change.
9 music classes offered per day: drums, bass guitar, and piano

27 carefully crafted teen-led Bible dramas

13 worship sessions led by our teen band—for 4,000 people total

30% growth in teen staff
$93k raised at a sold-out musical production that was written, planned, and led by teens.

155 staff visits to mentor teens during lunch hour.

170 hours of college readiness programming offered.
NEW CITY KIDS: PATERSON

New City Kids is committed to serving youth in Paterson, where only 10% of adults have a bachelor’s degree or higher. Now in its third year, New City Kids serves the Madison Ave. neighborhood, including Public School 27. The sound of children laughing and music playing reaches the entire block, emanating from a refurbished silk mill that houses New City Kids’ loving community.

- Total youth served: 113
- Yearlong teen internships: 23
- Kids served every day after school: 39
- Kids in summer camp: 43

≈ 4 teens/kids
27% increase in time spent with youth

46% growth in number of youth served

8 new rooms, including a beautiful performance space, renovated and created for serving children
1,270 hours volunteered by adults and high school students

4 music classes surpassed their goals 4 months in advance, moving on to advanced curriculum

423 hours of professional-level music instruction completed by teens
LEADERSHIP

NATIONAL

Trevor Rubingh
Co-Founder & President

Gabriel Stiritz
Operations Director

Josh Dorobos
Executive Director

Daymiris Echeverria
Program Director

Alex Goldsmith
Vroom St. Site Director

Tia Smith
Lafayette Site Director

Jenae Gayle
After School Center Director

Trevor Rubingh
Co-Founder & Executive Director

Gordon Lee
Teen Life Internship Director

Ellie Arreguin
After School Center Director

Alessandro DiLeonardo
After School Center Director

Alessandra DiLeonardo
Teen Life Internship Director

Anne Joseph
Music Director

Laura Gosa
Development Director

Madelyn Badilla
Teen Life Internship Director

Danielle Cody
Music Director

Gordon Lee
Teen Life Internship Director

Maurice Townsend
Music Director

Jersey City, NJ

Trevor Rubingh
Co-Founder & President

Niksha Davis
After School Center Director

Josh Dorobos
Executive Director

Daymiris Echeverria
Program Director

Alex Goldsmith
Vroom St. Site Director

Tia Smith
Lafayette Site Director

Jenae Gayle
After School Center Director

Laura Gosa
Development Director

Madelyn Badilla
Teen Life Internship Director

Danielle Cody
Music Director

Gordon Lee
Teen Life Internship Director

Maurice Townsend
Music Director

Paterson, NJ

Jeremy Jerschina
Executive Director

Jessie Davis
After School Center Director

Trevor Rubingh
Co-Founder & Executive Director

Linda Rubingh
Co-Founder & Associate Director

Ellie Arreguin
After School Center Director

Daymiris Echeverria
Program Director

Alex Goldsmith
Vroom St. Site Director

Tia Smith
Lafayette Site Director

Jenae Gayle
After School Center Director

Laura Gosa
Development Director

Madelyn Badilla
Teen Life Internship Director

Danielle Cody
Music Director

Gordon Lee
Teen Life Internship Director

Maurice Townsend
Music Director

Grand Rapids, MI

Trevor Rubingh
Co-Founder & Executive Director

Linda Rubingh
Co-Founder & Associate Director

Ellie Arreguin
After School Center Director

Daymiris Echeverria
Program Director

Alex Goldsmith
Vroom St. Site Director

Tia Smith
Lafayette Site Director

Jenae Gayle
After School Center Director

Laura Gosa
Development Director

Madelyn Badilla
Teen Life Internship Director

Danielle Cody
Music Director

Gordon Lee
Teen Life Internship Director

Maurice Townsend
Music Director
New City Kids is a 501(c)(3) 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. Every site operates with the same vision and programs for breaking the cycle of generational poverty in cities across America.

**BOARD OF DIRECTORS**

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- Diane Ewen, Treasurer
  Principal, Wayne Tile Co.
- Dr. Sheila R. Cole, Secretary
  Retired Principal, Formerly of Franklin School (SUMMIT, NJ)
- Trevor Ewen
  Software Engineer, Neosavvy
75% program services $1,439,007
15% Fundraising $276,862
10% management and General $192,732
Total expenses $1,908,601

48% individual support $1,130,593
16% Foundation Grants $384,347
17% Church support $396,012
7% government grants $170,134
2% corporate grants $37,552
4% program services $84,749
6% other $133,320
Total revenue $2,336,707

Data from independently audited 2015-16 financial statements prepared by Fylstra & Associates, LLC.
AD Philanthropic Fund
Cathedral Choir
Cedar Hill Christian Reformed Church
Cherry Capital Cab, LLC
The Cord Group
Fred J. Brotherton Charitable Foundation
Marjorie Bunnell Charitable Fund
Midland Park Christian Reformed Church
NJ Office of Faith Based Initiatives
Robert & Catherine Murray Charitable Trust
Silver Spring Christian Reformed Church
Stand Together
University Reformed Church
Verisk Analytics

*Support of $5,000 and above in 2016-17.
MY INFORMATION

Name________________________________ Organization __________________________________
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 kid in an After School Center
- $500 Provide a scholarship for a senior
- $_____ One-time
- $_____ Monthly

LOCATION:

- Jersey City
- Grand Rapids
- Paterson

SUPPORT

You can help break the cycle of generational poverty.
Donate online at www.newcitykids.org/donate or fill out the facing page.
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.

Company Contact Information __________________________________________________

SEND THIS FORM AND PAYMENT TO:
New City Kids
240 Fairmount Ave.
Jersey City, NJ 07306

New City Kids is a 501(c)(3) charitable organization. Donations are tax-deductible to the extent allowed by law.
JERSEY CITY
240 Fairmount Ave.
Jersey City, NJ 07306
newcitykids.org/jerseycity

GRAND RAPIDS
City View Church
960 Alpine Ave. NW
Grand Rapids, MI 49504
newcitykids.org/grandrapids

PATERNON
Madison Ave. Crossroads
511 E. 22nd St.
Paterson, NJ 07514
newcitykids.org/paterson