

NEW CITY KIDS

Annual Report 2017-18





LETTER FROM THE PRESIDENT

New City Kids loves to tell stories. These are often stories about teens discovering their own agency and replacing the cycle of poverty with a self-reinforcing cycle of achievement. However, there are many stories we can't tell. In fact, the very best ones we don't share in public because of how protective we feel about our kids. The best stories of lives being changed contain incredibly personal, gritty, awkward, real life moments of shame and growth. Some of these stories are carefully told in our videos, but the deepest parts, the most revealing parts and the most heroic moments of resilience are hidden.

But I can tell you that almost every one of the 200 teen leaders we employ has a dramatic story of whole-life transformation. Something about being asked to do a hard job, and then being supported in that job, engenders hope in a way nothing else can. Something about being responsible for leading a class of children releases a surge of confidence that propels our teens into an alternate trajectory that includes college, openness to God's love, and a discovery of hidden talents that will last a lifetime. We hope that as you explore the numbers and pictures in this report, the sometimes hidden stories underneath them will become easier to imagine.

Trevor Rubingh
President & Co-founder
New City Kids



THE NEED

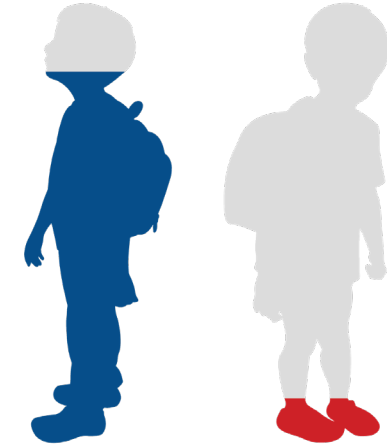
ONE IN FOUR AMERICAN CHILDREN UNDER SIX ARE LIVING IN POVERTY.

Low-income children are more likely to develop psychological disorders that last into adulthood, even after their financial situations improve.

Low-income children score lower on their first-ever standardized test when entering kindergarten.

More than half of low-income children are unprepared to start school. They lack physical health, emotional and behavioral competency, and appropriate math and reading skills.

77%
of youth from families in the top income quartile graduate college by the age of 24.



9%
of youth from families in the lowest income quartile graduate college by the age of 24.

THE MODEL



NEW CITY KIDS EMPOWERS URBAN YOUTH TO BREAK THE CYCLE OF POVERTY.

New City Kids develops a dynamic community where adults, teens, and children work together to change their city. Adults lead and mentor high school students, who in turn become role models for younger children. Youth thrive in this safe and loving environment, becoming leaders and changing their own future.



Adult staff coach and mentor the high school students. Adults are highly trained as either teen coaches or leaders in the After School Center.



High school students are hired to teach music and tutor. Teens spend 500 hours per year learning, teaching children, and growing as leaders.



1st-8th grade students attend after-school programs to study, do homework, and take classes in keyboard, drums, bass guitar, and more.

THE RESULTS

99% COLLEGE MATRICULATION
SINCE 2009

90% OF ALUMNI ARE IN OR HAVE
GRADUATED COLLEGE

311 CHILDREN SERVED
EVERY DAY AFTER SCHOOL

305

DAYS SERVING
YOUTH DURING
THE YEAR

168 HIGH SCHOOL STUDENTS IN
YEARLONG LIFE-CHANGING JOBS

25%

GROWTH IN
YOUTH SERVED
IN ONE YEAR

852 YOUTH
SERVED

\$2.3M DONATED TO EMPOWER YOUTH
TO CHANGE THEIR COMMUNITIES



36 2018 HIGH SCHOOL
GRADUATES

1,469 DONORS FROM
37 STATES

TEEN LIFE INTERNSHIP

A Teen Life Internship is a yearlong, paid internship in the serious business of success. Much as a medical intern learns the skills of a doctor, a Teen Life Intern learns how to live well through an in-depth leadership development program that turns teens into leaders.

An Intern works eight to twelve hours each week tutoring, leading music and activity classes, or managing other teens. Interns sharpen their skills through a curriculum of job and life skills trainings and an extensive college preparation curriculum. They also go on professional visits and receive extensive one-on-one coaching and support. The result is teens who are challenged, loved, and strengthened. Teens discover the dignity of work, a new confidence in their abilities, and the sure hope of a college education.





ABOUT OUR TEENS



95% say their relationship with Christ has significantly grown.



50+ hours of SAT preparation and coaching completed.



95% feel personally cared for and consider New City Kids a refuge or second home.



They receive an average of seventeen hours of music instruction.

PERFORMING ARTS

Students with little to no music background are encouraged to explore the arts. Talented professional musicians train teens in piano, percussion, bass guitar, and singing. Teens are able to instruct other students and lead classes within the After School Center. Not only do teens develop their skills as musicians, they also excel as teachers.

LEADERSHIP

Teens participate in retreats, trainings, and classes designed to help them lead their peers and grow in their own leadership capacity. Leaders complete personality and development projects and are given opportunities to coach other students. They are held accountable and celebrated as they take on new levels of leadership they may not have realized were possible for themselves.

DISCIPLESHIP

Teens are invited to be part of small group Bible studies, spiritual retreats, and fellowship where they are presented with the gospel of Christ. Additionally, each teen is assigned a one-on-one mentor with whom they can share thoughts and ask questions on their spiritual journey. Adult staff live out both victories and challenges with the teens, guiding them with Biblical principles.



LITZY + DAYMIRIS

“

Ms. Daymiris is a wonderful woman who has given me so much inspiration and motivation to continue achieving my dreams. She's been more than my mentor for the last two years. No matter what, she listens. She has been one of the staff at New City Kids to adopt me as her own, and I'm so thankful to her for everything she's done for me. I think she's the best!

- Litzy, Class of 2019

WHY IS A COLLEGE DEGREE SO IMPORTANT?

Lifetime earnings are, conservatively, about \$625,000 (114 percent) greater in present discounted value (using a 3 percent real interest rate and taking forgone earnings while in college into account) • The incidence of poverty is 3.5 times lower • The likelihood of having health insurance is 47 percent higher • Annual additional compensation in the form of employer contributions to health insurance is \$1,111 (10 percent) higher • The likelihood of having a retirement plan through employment is 72 percent greater. Retirement income is 2.4 times higher • The probability of being employed is 24 percent higher • The probability of receiving workers' compensation is 2.4 times higher • The probability of being in prison or jail is 4.9 times lower • The probability of being married is 21 percent higher, and 61 percent lower of being divorced or separated • The likelihood of being happy is significantly higher • Annual earnings are about \$32,000 (134%) higher. Moreover, there is no evidence that the college earnings premium is declining. Indeed, it has been increasing The incidence of a disability making it difficult to live independently is 3.6 time lower • Asset income is 4.9 times greater • Life expectancy at age 25 is seven years longer (for those having at least some college compared to those never having gone to college). The likelihood of not having a bank account is 8.1 times lower. Reliance on expensive forms of banking and credit is significantly lower • The probability of being employed is 24% higher. The likelihood of being unemployed is 2.2 times lower • The probability of being in prison or jail is 4.9 times lower • The probability of being married is 21 percent higher, and 61 percent lower of being divorced or separated • The likelihood of being happy is significantly higher.

COLLEGE TOUR

Sophomores and juniors in high school spend their spring break visiting up to fifteen colleges: touring campuses, hearing from alumni, and attending info sessions. In just five days, teens pull back the curtain on college life and see their futures. Incredibly, almost every teen at New City Kids is a rising first-generation college student. For many, college seems to be only a dream. College tour turns those dreams into a tangible reality.



99% of New City Kids teens graduate high school and matriculate into college.



Six alumni earned four bachelor's degrees and two master's degrees in 2018.



AFTER SCHOOL CENTER

The first tier of New City Kids' programs is a music and arts-focused after school center for at-risk children ages six to thirteen, offered four to five days a week. New City Kids goes far beyond just keeping children "off the street." The After School Center has an outcome-driven culture centered on achievements in four areas of study: social studies, math, language arts, and music.

In addition to providing focused support in the four main areas, New City Kids offers a competitive Bible memorization course, English language assistance, and other areas of more specialized help that create a daily environment of purposeful achievement. Each student works through a yearlong learning process, ascending through milestones of achievement.



ABOUT OUR CHILDREN



100% received academic support designed for their grade level.



five showcases held for parents, peers, and the community.



60% received one or more semesters of musical instruction.



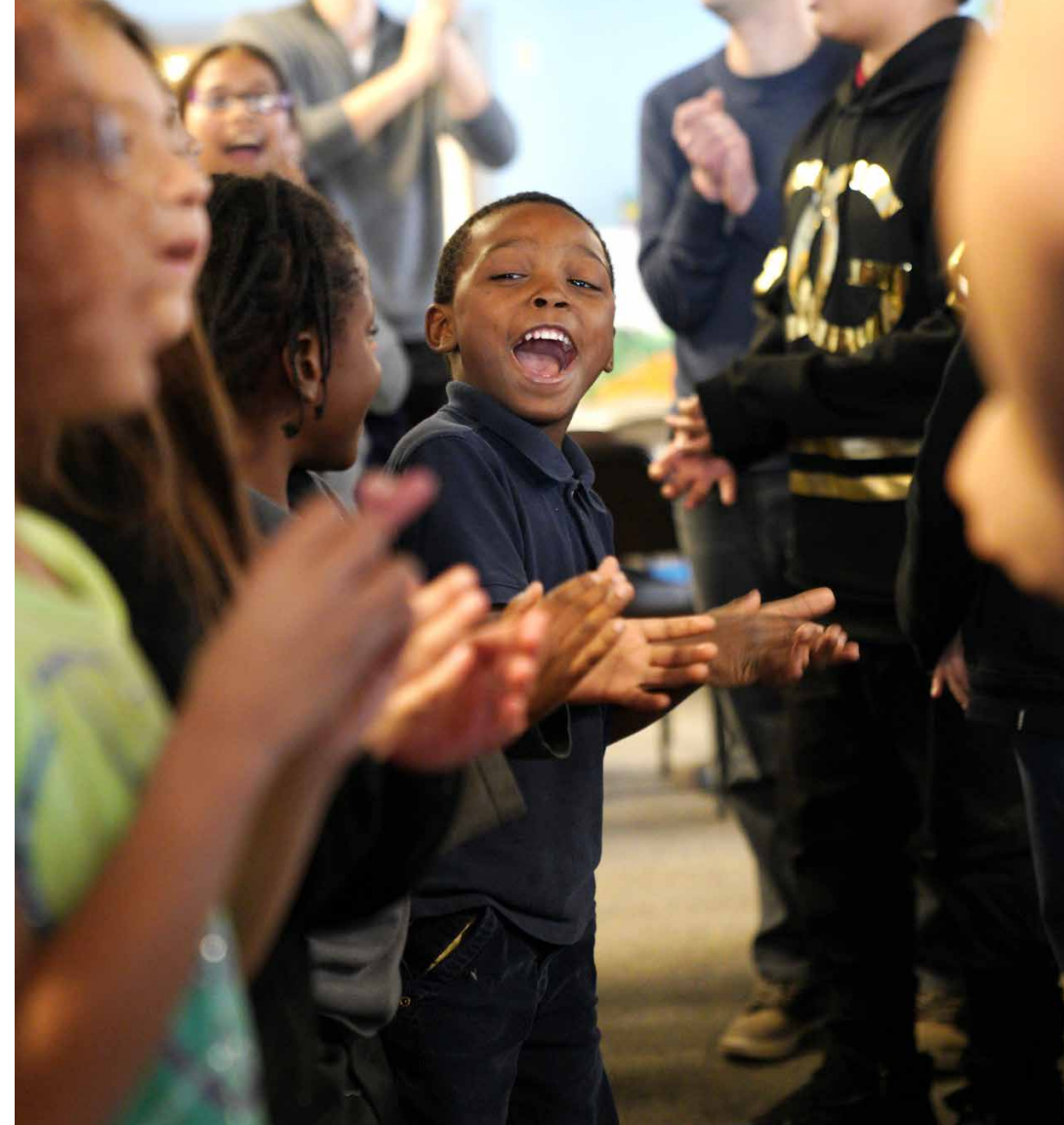
Drum class students learned eighteen different beats.

PERFORMING ARTS

Children are invited to choose an instrument and stay with it for an entire year. New City Kids offers classes in drums, bass guitar, voice, and piano. Children who complete the entire year win prizes including musical instruments, so they can continue their craft. In addition to the music classes, children take electives in recreation, kick boxing, photography, drama, and dance.

ACADEMICS

Students participate in yearlong math, grammar, and geography curricula designed to complement and strengthen learning that is taking place at school. Learning goals are incentivized and every child earns prizes as they ascend through a series of achievement steps. Learning is made easy and relevant by turning detailed information into fun, memorable raps. Children are grouped into teams named after colleges and universities. Children earn recognition by achieving various levels and competition for the highest ranking is fierce.



IN 2018, the performing arts class competed in Little Kids Rock's national Songwriting Exhibition. **Not only did they write an original song,** they also recorded it, experiencing a taste of what it's like to be an artist and record in a real studio. They submitted "Love Should Be" to the relationship category and won.

DRUM LEGACY

A beautiful thread in New City Kids' story is the generations of drummers who pass on their knowledge time and time again to the next young person. It began with Trevor Rubingh, who took a drum lesson in the early 1990's so that he could teach a high school student to play in the worship band. Since then, these drummers have taught the next person in line, passing along knowledge for over 20 years.

PASTOR TREVOR



1996

RON



1996

GIOVANNI



2000

JAMIE



2003

GREG



2007

DERRIK



2010

OLIVER



2014

AHMAD + GISELLE



2018



JANAE + KAYLA

“

I look up to Kayla. She was the first female drum teacher and inspired me to do more. When I didn't want to be in drum class she pushed me to be better. She incorporates activities to break it down. She makes things at New City Kids really fun. I look up to her; she's my role model.

- Janae, 7th Grade

ACCOMPANYING PROGRAMS

In addition to the After School Center and Teen Life Internship, New City Kids has other programs that meet needs in the lives of local youth. Summer Camp is a faith-based high-energy day camp experience while City Sail exposes youth to the joys of water sports throughout the summer. Brighter Day and Families for Literacy both serve youth during the school year and are integrated with the school year programming. Brighter Day serves youth through play therapy, while Families for Literacy provides holistic support to low-income families in proximity to New City Kids.



“

I want to thank all the staff at New City Kids for loving me and giving me a second family, and all my siblings from Brighter Day. I never had friends before and this year has... saved my life.

- Teen Life Intern



FAMILIES FOR LITERACY

Families for Literacy is a new collaborative program that serves low-income immigrant families for whom English is a second language. New City Kids leads a three-way partnership with Saint Peter's University and Starting Points, a workforce development organization. Implementing a whole-family approach, Families for Literacy promotes wellbeing and opportunity for these families by providing high-quality after-school programming for children and formal English-language classes and vocational training for parents. Additionally, there is a focus on building a culture of reading at home to help immigrant families flourish.

52

families served this pilot year.

39

parents have completed at least one semester of English classes.

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 swimming course 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 Long Island Sound at the end of the summer.

20

days spent sailing.

8

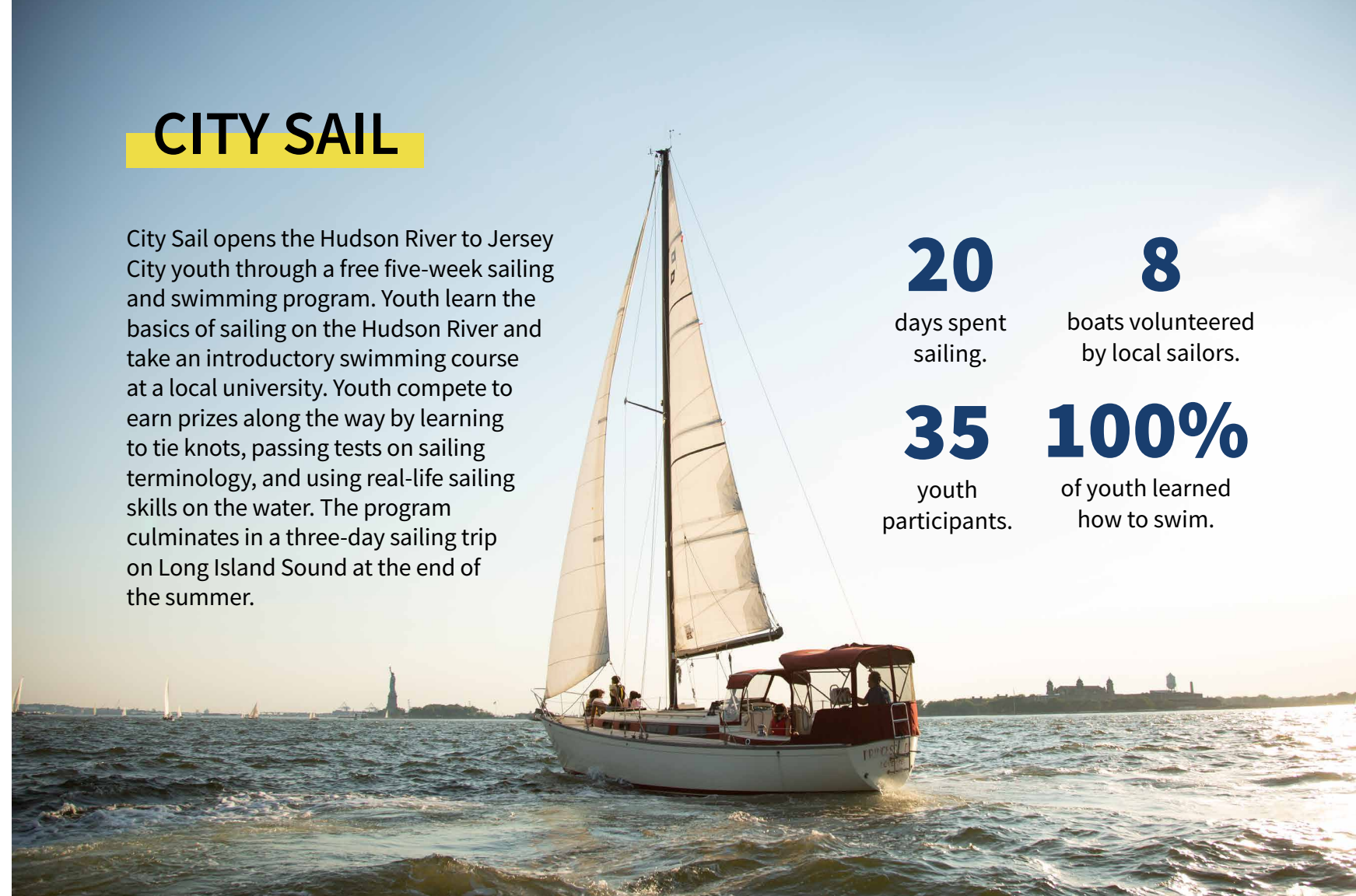
boats volunteered by local sailors.

35

youth participants.

100%

of youth learned how to swim.



A group of four children in yellow shirts and red shorts are jumping to shoot a basketball into a hoop. The background shows a grassy field and a bridge under a blue sky.

SUMMER CAMP

Summer Camp combines a traditional day camp experience with spiritual development focused around a single memorable Biblical theme. Children participate in a variety of activities including Bible quizzing, games, and art that encourages self-expression through dance, chants, and raps. Campers are exposed to the world beyond their neighborhood through field trips that include hiking, swimming, zoos, parks, and more.

177 children attended summer camp in 2018.

BRIGHTER DAY

Brighter Day promotes child abuse prevention and creates a nurturing, safe environment for children and teens to process traumatic childhood experiences. Our platform consists of body safety classes for students and a therapeutic support group for teen life interns. Abuse prevention training and crisis intervention for all staff are also provided.

20

teen life interns participated in a fifteen-week Brighter Day support group.

50

elementary students completed the seven-week Brighter Day class.



JERSEY CITY

New City Kids has served youth in Jersey City for eighteen years and currently has three after-school centers there. A thriving community supports New City Kids, 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.

198

children served daily after school.

102

teens in yearlong internships.

35

youth in City Sail.

106

children in Summer Camp.



GRAND RAPIDS

Established in 2014, this site is a powerhouse of youth leadership development and excellent music programs. 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.



160

total youth served.

59

children served daily after school.

36

teens in yearlong internships.

40

children served in Summer Camp.



SUPPORTERS

The incredible results of New City Kids were enabled through the creative and meaningful generosity of 1,469 donors who gave last year. The following pages highlight just a few of the ways our supporters are making the mission and vision of New City Kids come alive in their communities.



“

New City Kids is an amazing experience. I’ve been involved for ten years. Kids that I saw as eight-year-olds—now they’re in college. The satisfaction I get from supporting an organization like New City Kids is... irreplaceable.

- Paul Silverman,
Principal at Silverman

SPRING PRODUCTION

Children and teens perform music and creative works on the big stage in front of large audiences. They share their stories of hardship and triumph not only through song, but in spoken word, dance, and drama. Children and teens develop self-awareness and self-confidence through the production.



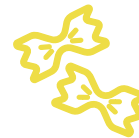
BASH

New City Kids' Bash is a fall event that showcases the After School Center and Teen Life Internship through music, stories, and live testimonies shared by youth. The event is short and fun, featuring what children are learning in the After School Center: raps, academic games, and other engaging content.



CAMPAIGNS

From cooking meals to hand-addressing envelopes, birthday fund raisers to golf outings, passionate supporters found creative ways to support the mission of New City Kids through their time, connections, and resources.



New City Kids' first annual Bike Tour riders covered over 800 miles from Jersey City, NJ, to Grand Rapids, MI. Bikers rode through heat, rain, wind, brutal climbs, open roads, and across multiple states. The event raised \$80,000 to support Teen Life Internships.



PARTNERS

New City Kids is grateful for the support of its institutional partners. Listed below are all organizations that gave \$5,000 and above in 2017-18.

AD Philanthropic Fund
 Anaheim Christian Reformed Church
 Chick-fil-A Foundation
 Marjorie Bunnell Charitable Fund
 NJ Office of Faith Based Initiatives
 Paterson Department of Health and Human Services
 The Edward W. & Stella C. Van Houten Memorial Fund
 University Reformed Church
 Verisk Analytics

Bank of America

Peter C. & Emajean
Cook Foundation

vroomstreetchurch
 IMPACT | LIVE | SHARE

THE CHAPEL

TD Charitable Foundation

SILVERMAN
 BUILDING NEIGHBORHOODS

CarePoint Health

investorsBank

ideaMACHINE
 STUDIO

liberty corner
 PRESBYTERIAN CHURCH

GRACE REDEEMER
 CHURCH

cornerstone
 CHRISTIAN CHURCH

Wayne
 Tile Company

Cragmor
 CHRISTIAN REFORMED CHURCH

CDV
 FOUNDATION

KUiken BROTHERS
 COMPANY, INCORPORATED
 RESIDENTIAL & COMMERCIAL BUILDING MATERIALS
 Since 1912

PASCALE SYKES
 FOUNDATION

TRI DIM
 FILTER CORPORATION

Atlantic Stewardship Bank
 Faithful to our customers™

TL

CAREPOINT
 FOUNDATION

D&B
 Dick & Betsy
 DeVos Family Foundation

ups

First Presbyterian Church
 RAMSEY

THE TK
 FOUNDATION

HOPE100

M&T Bank
 Understanding what's important®

KOMAR

metro
 COMMUNITY CHURCH

Columbia Bank
 Foundation

SERVANT'S HEART

WILLIAM E. SIMON
 FOUNDATION

Pioneer
 CONSTRUCTION

Standale Interiors

CITY OF JERSEY
 CORPORATE SOCIAL

ny

DOUG MARIA DEVOS
 FOUNDATION

IPC

IPC

The Geraldine R. DODGE
 FOUNDATION
 IMAGINE A BETTER NEW JERSEY

LEADERSHIP

NATIONAL



TREVOR RUBINGH
Co-founder & President



GABRIEL STIRITZ
Operations Director

JERSEY CITY



LAURA GOSA
Development Director



SOO KIM
Lafayette Site
Director



DAYMIRIS ECHEVERRIA
Fairmount Ave.
Site Director



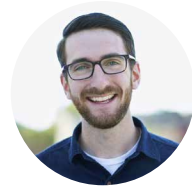
JENAE GAYLE
Lafayette After School
Center Director



NIKSHA DAVIS
Fairmount After School
Center Director



SARAH RICHMAN
Teen Life Internship
Director



ALEX GOLDSMITH
Vroom St. Site Director



ANNE JOSEPH
Music Director

PATERSON



JEREMY JERSCHINA
Executive Director



DANIEL CODY
Music Director



JESSIE DAVIS
Teen Life Internship
Director

GRAND RAPIDS



LINDA RUBINGH
Co-founder &
Associate Director



MAURICE TOWNSEND
Music Director



CHRISTY KNETSCH
Site Director



GORDON LEE
Teen Life Internship
Director



ELLIE ARREGUIN
After School
Center Director

BOARD OF DIRECTORS

New City Kids is a 501(c)(3) organization comprised of wholly-owned subsidiaries: New City Kids: Jersey City, New City Kids: Grand Rapids, 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.

NATIONAL

DR. RICHARD KUDER
PRESIDENT

Superintendent of Schools,
Wyckoff Township School District

DR. PETER STEENSMA
VICE PRESIDENT

Consultant, (Formerly CTO of ITT
Electronic Systems)

MICHAEL WESTRA
TREASURER

President, Wayne Tile Co.

DR. SHEILA R. COLE
PATERSON LIAISON

Superintendent of Schools,
Wyckoff Township School District

GEORGE BLACK
JERSEY CITY LIAISON

Partner, Capco

TOM PENNINGA
GRAND RAPIDS LIAISON

Senior Developer, Universal Traffic
Service

JERSEY CITY

GEORGE BLACK
PRESIDENT

Partner, Capco

KATHRYN YEATON
TREASURER

Associate Professor of
Accounting, Ramapo College

STEVEN LEE
SECRETARY

Managing Director,
Relationship Management,
State Street Corporation

JUDY WAHRENBERGER
Partner, Ruprecht Hart Week
& Ricciardulli

VICKI WEBB
Senior Pastor, Jersey City
Church of the Nazarene

GRAND RAPIDS

JOHN WOLTERS
PRESIDENT

CFO, Christian Schools
International

TOM PENNINGA
VICE PRESIDENT

Senior Developer, Universal
Traffic Service

ABBEY AFLENKO
MHPP Cardiovascular

MARG BLOUW
Vice President of IT, Emeritus,
Farmer's Insurance

JONATHAN BRADFORD
President CEO, Emeritus, Inner City
Christian Federation

PATERSON

GLENN W. RISDALE
PRESIDENT

Associate Vice President,
HNTB Corporation

DON WESTRA
VICE PRESIDENT

Managing Partner,
Wayne Tile Co.

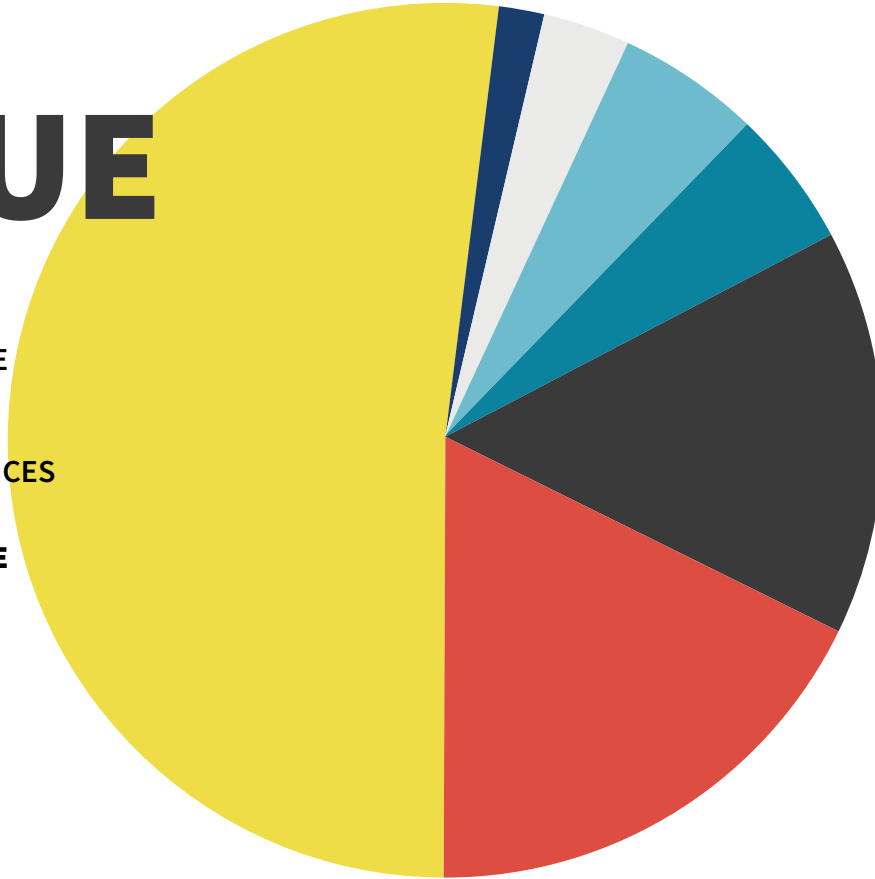
DR. SHEILA R. COLE
SECRETARY

Retired Principal, Formerly of
Franklin School (Summit, NJ)

PAUL DANGELMAJER
Retired Vice President of Sales,
SPS Commence

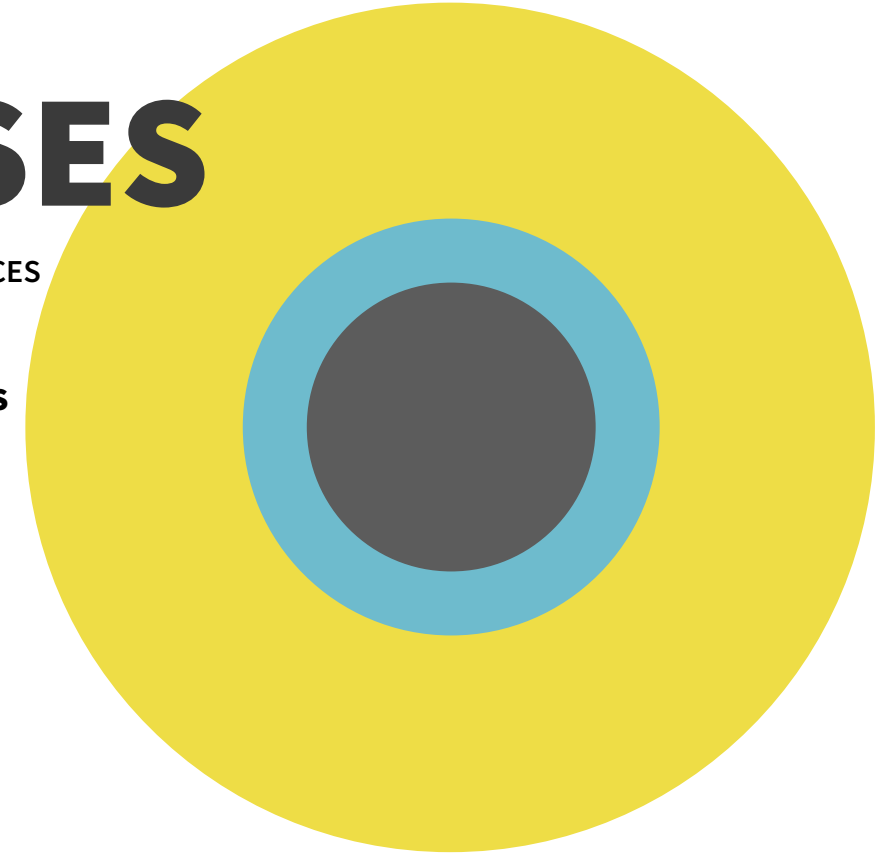
REVENUE

52%	\$1,412,159	INDIVIDUALS
18%	\$483,823	FOUNDATIONS
12%	\$325,948	OTHER REVENUE
6%	\$155,065	CHURCHES
6%	\$156,963	CORPORATIONS
4%	\$106,029	PROGRAM SERVICES
2%	\$64,584	GOVERNMENT
	\$2,704,571	TOTAL REVENUE



EXPENSES

74%	\$1,771,746	PROGRAM SERVICES
17%	\$398,365	FUNDRAISING
9%	\$216,998	MANAGEMENT
	\$2,387,109	TOTAL EXPENSES



Data from independently audited financial statements prepared by Fylstra & Associates, LLC for fiscal year ending June 30, 2017.



BE THE DIFFERENCE.

You can help break the cycle of generational poverty.
Learn more at newcitykids.org.

JERSEY CITY

240 Fairmount Ave.
Jersey City, NJ 07306

GRAND RAPIDS

City View Church
960 Alpine Ave. NW
Grand Rapids, MI 49504

PATERSON

Madison Ave. Crossroads
511 E. 22nd St.
Paterson, NJ 07514

newcitykids.org/cities

