

Celebrating 15 YEARS OF WHITEFOORD COMMUNITY PROGRAM



BUILDING THE BRIDGE BETWEEN HOME AND SCHOOL

WHITEFOORD
Community Program



Building the Bridge Between Home and School

2010 ANNUAL REPORT

A Letter from the CEO and Board President

Dear Friend of Whitefoord,

We want to begin this 2009-2010 Annual Report by thanking you for your financial support of our programs this past year. We are most grateful for your belief in our mission of ensuring that every child has what he or she needs to be successful in school and our pledge is to make certain that your dollars are spent both wisely and strategically.

This past year has been one of celebration, challenge, and collaboration. In April, under the leadership of Nancy Brumley Robitaille and Marie Brumley Foster, the Whitefoord Community Program celebrated 15 years of service in the Edgewood community with a birthday party attended by over 400 people at the Freight Depot in downtown Atlanta. Highlights of the event were a visit by Dikembe Mutombo, former NBA star, and the pronouncement to rename our Child Development Program to The Brumley Family Child Development Center with classrooms in honor of Marie and Nancy Brumley. The Brumley Family Child Development Program serves 115 children between the ages of 6 weeks and 5 years. The program is accredited by NAEYC (The National Association for the Education of Young Children), with NAEYC accreditation being the highest national standard that a group child care facility can attain.

Another celebration has been to welcome Dr. Jada Moore-Ruffin as the new Medical Director of our Health Centers. Dr. Jada, as she is affectionately known, is well qualified and highly committed to the provision of quality primary health care to our children and their families and to making sure that treatments for all diagnosed needs are provided in a timely and caring fashion.

One of the challenges of this past year has been to focus on our mission and stay strategic in service provision while remaining fiscally responsible in a time of economic tightness. Our 15th Anniversary Celebration attracted the support of many new donors which added significantly to annual dollars raised. The continued support of our loyal contributors including individuals, foundations, and corporations helped maintain a balanced budget with sufficient contingency reserves.

We continue to collaborate with other service providers in the community and within the larger metropolitan area to assure that services are not being duplicated and to make use of one another's resources and strengths. Some of those with whom we are currently collaborating are Emory University School of Medicine/ Department of Pediatrics and the Office of Community and University Planning, Atlanta Public Schools, East Lake Foundation, The Center for Working Families, IMAGE, Our House, The Junior League of Atlanta, and The Atlanta Speech School.

Because of your support, we continue to build on the Brumley legacy and those who pioneered with them to make our organization relevant to the needs and challenges of today. This special 15th Anniversary Annual Report will feature the evolution of Whitefoord Community Program and some of the special individuals that have journeyed with us throughout the years. We are most grateful!

Yvette Johnson Hagins
CEO/Executive Director

Gayle Gellerstedt
Board President

LEADERSHIP TEAM

Yvette Johnson Hagins
CEO/Executive Director

Michael Bekele
CFO/COO

Jada Moore-Ruffin
Medical Director

Darcy Gordon
Director of Administrative Services

Iona Hibbert
Director of Child Development Program

Clarence Jones
Director of Beyond School Hours Programs

Ossie Mitchell
*Volunteer Coordinator/
Executive Assistant*

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Heather Infantry

Toni Ingram

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Earl Osborne

Bill Price

Donata Russell Major

Stephen Smith

one mile. fifteen years. infinite possibilities

OUR JOURNEY

The 2010 Annual report looks back at Whitefoord Community Programs' 15-year history and celebrates the strength of our partnerships, the generosity of our supporters, and the impact we have had on the community, families and children.



1994
First School-based Health Clinic at Whitefoord Elementary School

1995
Family Resource Center

1996
State sponsored Pre-K Program

1997
Family Learning Center



1998
After-School Enrichment and Summer Programs

1999
School-based health clinic at Sammye E. Coan Middle School

2000
Intel Computer Clubhouse

THE ZEIST FOUNDATION, INC.



2003
Dental services at health clinics for children and adults

2004
United Way Alex de Toqueville Society's Community Impact Award receipt

2005
WCP/ Zeist Foundation Atlanta Place-based Funders membership

2006
National Association for Education of Young Children (NAEYC) Accreditation for Child Development Program



2007
Atlanta Public Schools' Award recipient for programming and collaboration

2008
Job Training and Placement Program

2009
15 Year Anniversary Family Fun Celebration at Georgia Depot

OUR CHILDREN AND FAMILIES

We have touched the lives of hundreds of children and families over the years and here are few of the faces and stories of families, students, and employees that have been impacted by our organization.

CORA HEAD AND FAMILY



Cora Head's family moved to Atlanta's Edgewood community in 1959 where she was raised and educated. She has always regarded Edgewood as a tight knit community experiencing heavy transformation, but maintaining stability. In 1998 she enrolled her daughter, Eboni, in the Whitefoord Community Program's (WCP) Head Start. Cora and husband, Arthur, were impressed with Eboni's development and the exceptional services provided.

In 2004, Cora was invited to join the WCP Board of Directors. As part of the Board, she enjoys offering solutions, which keeps the program connected to the community. "WCP has made it so convenient for the seniors raising children as well as single parents in Edgewood.

They always give first priority to the community residents," commented Cora. In addition, she praised the Board and notes, "It has done an excellent job of bringing people together who excel in their areas of expertise. As the community diversifies, new initiatives are created and communication is improved, keeping our mission alive."

MARQUAZE WARD



Marquaze Ward has lived in Atlanta's Edgewood community since kindergarten. He attended Whitefoord Elementary School, Coan Middle School and Maynard Jackson High School. He has contributed countless hours of community service to Edgewood.

A longstanding member of the Whitefoord Community Program (WCP) Intel Computer Clubhouse, he was admired for his leadership skills and resilience to beat all odds.

"Whitefoord Community Program really changed my life. The staff helped me finish high school and enroll into college. The program paid for my senior fees. Ms. Freeman drove me to college and continues to mentor me. Being a part of the program really helped me grow up and take life seriously," he said.

A recipient of the Intel Computer Clubhouse Career to College Scholarship, Marquaze is currently a freshman at Alabama State University, majoring in Communications.

TENNILLE JACKSON



Tennille Jackson decided she wanted more for herself than what the environment offered. At the age of sixteen, Tennille gave birth to her daughter, Keaira. While most people questioned her readiness, maturity, and resources, Tennille made preparations for her new family. She endured and connected with social services available in Edgewood.

As fate would have it, Ms. Jackson connected to the Whitefoord Community Program and received the additional parenting support for which she was looking. She also began utilizing the child development program and health center services provided by WCP.

"The Whitefoord Community Program is awesome because it teaches clients to be advocates for their children, themselves, and community", said Tennille. You are equipped to work, your children are equipped to learn, and you are guided to make contributions in the community." For 15 years, Tennille and her five children have remained connected with our programs and services.

Dedicated and committed employees are at the heart of Whitefoord Community Program's 15 year history of achievement.

DARCY GORDAN



Darcy Gordon has been a member of the Whitefoord Community Program (WCP) team since May 15, 1995. She has seen tremendous growth and positive change. "Everything started with a little house on the corner. Now we have expanding health centers and many of the early year employees are still here," Darcy states.

Darcy went on to share, "Our success stories are the young adults who participated in the program and are doing well. They are eager to come back and let us know that they are doing well and that WCP was influential in their growth and success."

Darcy has done an exceptional job building relationships with businesses in the community. "In the past we would have to drive 10 miles one way for office supplies, but now there is a store within a mile of our program," said Darcy. There are several businesses WCP has long-term relationships with due to her efforts to cultivate strategic business relationships. Candler Park Flowermart, Walkers Printing, Best Buy, and BOND Federal Credit Union are all familiar with WCP's initiatives. The businesses are also familiar with the program's impact on the community and eager to lend support. "We are able to give back to the community by utilizing local business services and they in turn support the program," she said. Darcy Gordon serves as Director of Administrative Services.

AUDREY SMITH



In 1995, Audrey Smith was chosen by the late Dr. George W. Brumley to engage in community outreach. Dr. Brumley specifically looked for someone deeply connected to Edgewood residents and could help him better understand the community's needs.

"Dr. Brumley would always say that the organization would not tell the community what it needed, but instead the community would dictate its needs to the organization," she recalls.

Audrey adopted Dr. Brumley's philosophy. Her first strategy was to go door to door within the one square mile, asking residents if they needed any health services. She later worked with a group of single mothers who would become known as The Women Of Edgewood (WOE). Reflecting on the impact of WOE, Ms. Smith said, "I have seen the fruits of our labor. Six of the ten women finished high school or obtained a GED and all ten of them have maintained long-term employment."

"You are the matriarch," she shared in memory of Dr. Brumley's 15-year vision in the making. "He gave me a new life by helping me turn my passion into a career." Audrey Smith serves as the Resource Coordinator for younger children in WCP's Child Development Program.

CAROLYN SHIELDS



Carolyn Shields has been at the Whitefoord Community Program (WCP) team for 14 years, starting as the Pre-K bus driver and currently works as an assistant teacher in the Child Development Program. Raised on Wylie Street in Atlanta's Edgewood Community where she raised and educated her children, Carolyn views WCP as an organization that truly upholds its motto – building the bridge between home and school. "We want kids to succeed in school and build a partnership with the community, keeping alive what Dr. Brumley began alive. Everything we do is all about the kids and their families."

Carolyn Shields is no stranger to the families of WCP; she has cultivated strong relationships throughout the years. She appreciates that the Child Development Program is available to many young mothers trying to access jobs and go to the school while desperately needing childcare. "Many times we have had young mothers come in who didn't have exactly what they needed or had problems at home the previous night. They may bring in their baby and you could see that they need additional help. It was good that I was able to not only listen, but also send them to the right people that could help them," she said.

"We are still here for the community and still on the right track because we are still needed." Carolyn appreciates the services for her family as well. "Having the clinic there for asthmatic children is an invaluable resource," she commented. It has helped a lot of children, including one of her grandchildren who experienced a lot of asthma attacks prior to visiting the clinics. -Her grandchildren have also utilized other WCP resources, including the Summer Reading Program and Intel Computer Clubhouse.



School-based Community Health Centers are located inside of Whitefoord Elementary and Sammie E. Coan Middle Schools and were established in 1994 to keep children in the schools and community healthy by providing easily accessible health care. The health centers, in partnership with Emory University, now provide services to any child age 0-19. Future plans will include services to adult patients in the community.

- ### *2010 Highlights*
- Established agreement with Atlanta Public Schools for Health Center at Crim High School
 - Renovated health center space at Toomer Elementary School
 - Received approval as National Health Services Corp site for the recruitment of medical providers

Nearly 2000 patients served



Child Development & Pre-K Program was established in 1998 to increase the quality, quantity, and accessibility of child care for residents of the Edgewood community. The program has expanded from its initial enrollment of 20 four year olds to 125 children ages six months to five years (through the Ga. lottery funded Pre-K Program).

- ### *2010 Highlights*
- Accredited by the National Association for the Education of Young Children (NAEYC)
 - Successful transition of Pre-k Program into Whitefoord Elementary School, classes at 100% capacity
 - Renovated Infant/Toddler Building

Program capacity increased to 125 children



Beyond School Hours Programs serve to improve the academic performance of children in the Edgewood community and include the following programs:

- After School Enrichment
- Intel Computer Clubhouse
- Summer Reading
- Bike Rite

- ### *2010 Highlights*
- Focus groups with parents and teachers resulted in improved enrollment and enrichment activities
 - Two students received Intel Computer Clubhouse college scholarships
 - Co-hosted National Intel Computer Clubhouse conference with more than two hundred attendees

Increased collaborative relationships with local schools and community organizations

OUR 2010 RESULTS

In support of our mission to ensure that every child will be successful in school, Whiteford Community Program has achieved the following outcomes.

CHILDREN ARE HEALTHY

- Over 1800 patients served in the school-based health center.
- Decreased BMI for 15% of students participating in the Fitness Program.
- Bike Rite participants increased scores on fitness assessment from pre to post test.
- 80% of Bike Rite participants decreased their BMI over the course of the summer program.



CHILDREN ARE READY FOR SCHOOL

- Increased scores in nearly every developmental area of the Brigance assessment in each age group from fall to spring administration.
- Attendance rate of Child Development Program students was 86 % or above for each month
- 83% of parents participated in at least 3 school activities throughout the year.



CHILDREN ARE DOING WELL IN SCHOOL

- 90% of After school program students met or exceeded the standard in reading CRCT.
- 95% of After school program students met or exceeded the standard in Math on CRCT.
- Percentage of Summer Reading program students reading below grade level decreased from pre to post assessment in every grade level.

FAMILIES ARE STABLE AND SELF-SUFFICIENT

- 98 adults enrolled for GED and/or job placement services.
- 41% were full or part-time employed by December.

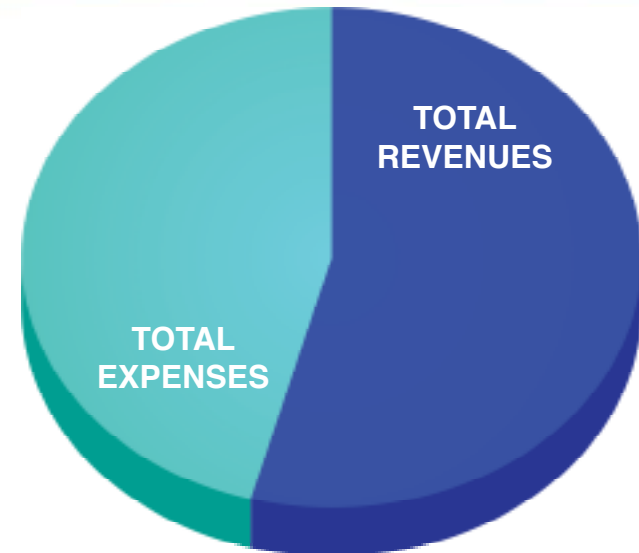
CHILDREN ARE SAFE

- No referrals to child protective services.



OUR FINANCES

Whitefoord Community Program Fiscal Year - September 1, 2009 - August 31, 2010



ASSETS	
Cash and Cash Equivalents	\$ 1,501,440
Grants Receivable	\$ 351,222
Contributions Receivables	\$ 50,000
Property and Equipment	\$ 898,962
TOTAL ASSETS	\$ 2,801,624
LIABILITES	
Total Liabilites	\$ 481,548
NET ASSETS	
Unrestricted	\$ 1,119,855
Temporarily restricted	\$ 1,200,221
TOTAL NET ASSETS AS OF AUGUST 31, 2010	2,230,076

REVENUES	
Government Grants and Contracts	\$ 1,280,992
Private Gifts and Grants	\$ 1,697,277
Program Service fees	\$ 820, 742
Intrest Income	\$4,157
TOTAL REVENUES	\$ 3,803,168
EXPENSES	
Program Services	\$ 2,508,932
Management and General	\$ 613, 617
Fund-raising	\$ 90, 910
TOTAL EXPENSES	\$ 3,213,459
CHANGE IN NET ASSETS	\$ 589,709
NET ASSETS BEGINNING OF YEAR	\$ 1,567,164

OUR 2010 DONORS

The donors listed have made a remarkable investment in Whitefoord Community Program. Their support has opened doors for talented and deserving students, sustained facilities for health and education, and provided critical momentum for many of our programs. We are especially grateful to the those who generously supported our 15th Anniversary Celebration. Every single gift contributes to fulfilling our mission.

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Georgia Department of Human Services
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Thank You!

Your generous contributions demonstrate a commitment to the importance of strengthening our community and building bridges across cultures, generations and circumstances.



