Who Cares? I Do!

HUMAN SERVICES COUNCIL 2011 ANNUAL REPORT

City providing services
HSC
sector
human
York
officials
New
Technology
address
timely
share
consistently
way
capacity
impacts
unparalleled
technology
proactively
sector's
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streamline
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works
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addresses
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technology
preserve
unparalleled
way
capacity
impacts
New
Human
Services
Council
# Human Services Council Board of Directors

## Officers

**Chair**
Joel Copperman

**First Vice Chair**
Frederick Shack

**Treasurer**
Richard Altman

**Secretary**
Ellen Rautenberg

**Vice Chairs**
Ralph Dumont
Fatima Goldman
James F. Purcell
John Ruskay

## Board of Directors

(alphabetically by agency name)

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<td>Darwin M. Davis</td>
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<td>Urban Pathways</td>
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<td>Jack Lund</td>
<td>YMCA of Greater New York</td>
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* Members of the HSC Executive Committee

as of 6/30/11
Friends,

It’s been a year of challenge for the human services sector. We have heard the mantra of “do more with less” from our friends in government, in philanthropy, and in the press. It is in times of adversity such as these that true colors emerge – and the Human Services Council has demonstrated its ability to meet these challenges head on with practical and effective solutions. With your support, HSC implemented a multi-pronged approach to strengthen New York’s human services sector.

With mounting State and City deficits, HSC sought to enhance government and provider efficiency. By identifying redundant and unnecessary procedures, HSC led the way to reducing wasteful spending and achieving important savings for the sector. Working in close partnership with the City, HSC finalized a standard human services contract that will save providers and the City time and money. We worked with the City and United Way of New York City on the recently-implemented Group Purchasing Program, which is expected to save valuable funding that providers can use for programming.

We did not neglect our advocacy work. In February, HSC launched Who Cares? I Do. – a new grassroots campaign to help everyone understand the meaning of “human services” and the difference our sector makes in the lives of so many. Many of those we serve do not realize that their senior center or day care center or mental health clinic or after school program is, in fact, a human service – supplied by a nonprofit provider under a (not fully funded) government contract. Besides this educational piece, Who Cares? I Do, encourages clients, their families, and communities to urge government to maintain an appropriate investment in human services.

While the challenges have come on fast and furious, our accomplishments – made possible through the collective effort of the federations, coalitions, and providers that comprise the sector – and the support of our funders, friends, and government partners – have risen to the occasion. Details of the year past are available when you turn the page or visit www.humanservices.org and www.whocares-ido.org. And remember to check us out on Facebook, Twitter, YouTube, and WordPress.

We extend heartfelt thanks to you all – generous foundation supporters, government partners, stalwart allies, dedicated Board of Directors, committed members, and super staff for their smart, enduring work.

Joel Copperman, Board Chair            Michael Stoller, Executive Director
HSC works with its broad member base and Board to identify areas of concern shared by New York City’s human services sector. Then, using our unparalleled access to City and State government, we address member issues and proactively negotiate for budget, policy, and legislative reform. With the support of members and funders, HSC clears the way for New York City’s human services providers to deliver their – often life-saving – help, unobstructed. Following are HSC’s primary areas of focus.

**Government Relations & Advocacy:** HSC meets regularly with State and City officials to strengthen the sector’s influence with government agencies, champions human services issues, and provides opportunities for members and clients to respond to government policies and programs.

**Grassroots Mobilization:** HSC launched a new campaign called **Who Cares? I Do.** to raise public awareness and support to maintain the human services sector, which has been severely impacted by budget cuts and increased need by our clients.

**Contracting Efficiency:** HSC collaborates with elected officials and other allies to identify sector efficiencies to reduce costs and to streamline the procurement process, providing savings that preserve funds for core programs.

**Technology:** HSC partners with members, City agencies, and technology providers to ensure that nonprofits’ needs are addressed and to identify ways of saving time and money through standardization and sharing.

**Capacity Building:** HSC builds capacity by consistently engaging the media on behalf of the sector; providing access to free/discounted training, conferences, and services; and communicating essential information that impacts the sector quickly and effectively.
On February 14, HSC launched a new campaign, called *Who Cares? I Do*. This grassroots advocacy campaign has significantly raised awareness of the human services sector and garnered support to maintain New York’s nonprofit programs. Through traditional media (including posters, buttons, and flyers) and social media outlets (like Facebook, Twitter and WordPress), *Who Cares? I Do.* keeps New York’s human services needs front-and-center. The centerpiece of the *Who Cares? I Do.* advocacy campaign is its website: www.who-cares-do.org. Featuring statistics, regional/state budget summaries, advocacy tools, and fact sheets that highlight why human services matter, the website brings all of this together by sharing real stories about people who have received human services support that changed their lives. The website makes it possible for individuals, organizations, and legislators to advocate and show their support for human services by signing an online petition or taking other actions. Over 10,000 people and organizations signed the petition to show they care.
HSC began its 2010 – 2011 fiscal year with goals designed to directly benefit the nonprofits that make up New York’s robust human services sector. These goals were also designed to keep HSC in the vanguard position as a forward-thinking – and acting – institution. Proudly, HSC achieved all goals; our accomplishments span the areas of Advocacy, Recognition, Efficiencies, Engagement, and Awareness.

Advocacy

HSC is the voice of New York’s human services community. What adds heft to our powerful voice is our widely effective Advocacy that works to the benefit of HSC members and myriad nonprofits within the human services sector that call New York home. HSC meets regularly with State and City officials to strengthen the sector’s influence with government agencies, to champion human services issues, and to share crucial information with members in a timely manner.

During this period, HSC met with many federal, State, and City leaders, including:
- U.S. Senator Kirsten Gillibrand
- New York State Governor David A. Paterson
  - New York State Comptroller Thomas P. DiNapoli
  - New York State Attorney General Eric Schneiderman
  - New York State Assembly Speaker Sheldon Silver
  - New York Senate Majority Leader Dean G. Skelos
  - New York State Superintendent of Banks Richard Neiman
  - New York City Comptroller John C. Liu
  - New York City Public Advocate Bill de Blasio
  - New York City Council Speaker Christine C. Quinn
  - New York City Deputy Mayor for Health and Human Services Linda I. Gibbs
- New York State Attorney General’s Leadership Committee for Nonprofit Revitalization following meetings held with State elected officials. In addition, Stoller was appointed co-chair of the Reducing Burdens on Nonprofit Subcommittee (of the aforementioned Leadership Committee) and was elected to the Board of Directors for the United Way of New York State and appointed to its Public Policy Committee. HSC Deputy Executive Director Allison Sesso was appointed to the New York State 211 Advisory Board.

HSC also met with New York City Council Members and State legislators, including Chairs of social services, health, and economic-related committees. As a result of these meetings, HSC was named to new public/private committees, increased its members’ access to key government officials, and overall moved the needle forward with its advocacy around reducing budget cuts for human services.

HSC continued to fortify its influence with State and City government agencies during the fiscal year. This influence took the form of Recognition leading to HSC staff appointments to impactful task forces and committees. HSC is proud that the leadership of our organization is continually solicited to be active members of pivotal State and City government task forces, committees, and deliberative bodies that affect human services providers and their clients. These appointments recognize and serve as a testament to the acumen HSC’s Executive Director, Deputy Executive Director, and other staff members demonstrate on a regular basis.

HSC Executive Director Michael Stoller was appointed to represent the human services sector on the New York State Not-for-Profit Contracting Advisory Committee and the State Attorney General’s Leadership Committee for Nonprofit Revitalization following meetings held with State elected officials. In addition, Stoller was appointed co-chair of the Reducing Burdens on Nonprofit Subcommittee (of the aforementioned Leadership Committee) and was elected to the Board of Directors for the United Way of New York State and appointed to its Public Policy Committee. HSC Deputy Executive Director Allison Sesso was appointed to the New York State 211 Advisory Board.
These appointments and resulting relationships foster collaborative work on advocacy campaigns that benefit the human services sector.

Most economists define efficiency as “the use of resources so as to maximize the production of goods and services.” For many nonprofits efficiency can mean the difference between providing services to many or sadly to just a few. HSC understands this and was successful in implementing several Efficiencies, which resulted from recommendations HSC put forth to New York State and City government officials.

Designed to reduce costs to preserve funds for core programs, many HSC recommendations were adopted and are in the process of being enacted. Examples of these streamlining efforts include the adoption of recommended changes to New York City’s standard Human Services Contract Template, the development of criteria for the City’s new centralized procurement process (called HHS Accelerator), and negotiations with the City to ensure that savings realized by its group purchasing program initiative are retained by participating nonprofits.

HSC continued to engage its member agencies and coalitions by using traditional and non-traditional methods. HSC served as the impetus for member Engagement by leading rallies, increasing social media activity, and developing interactive online tools.

Over 1,000 people participated in the two virtual and two traditional rallies HSC led. HSC also brought members and their clients to Albany and City Hall to meet with their representatives and voice their concerns directly about the impact of budget cuts on their lives. From a social media perspective, HSC gained 787 Followers on Twitter and 254 Likes on Facebook. HSC’s brand-new Who Cares? I Do, social media sites gained 621 Facebook Likes and 647 Twitter Followers. In less than five months, the Who Cares? I Do website received over 14,000 visitors hailing from 72 different countries – translating into 45,000 page visits. The accompanying WordPress blog received 2,454 hits.

Another important tool of engagement was the interactive budget map HSC created and placed on the Who Cares? I Do, website. Viewed over 21,000 times, this interactive budget map vividly illustrates where budget cuts impact important human services throughout New York City. It is hugely successful at making the point of how devastating the cuts are and, in turn, motivates concerned parties to become more visibly active at HSC rallies and to communicate their concerns to their legislators and communities.

HSC and the newly launched Who Cares? I Do campaign continue to gain media coverage during the 2010 – 2011 fiscal year. HSC’s push to maintain Awareness continues to shine a spotlight on the human services needs of New Yorkers. Following is a snapshot of the media outlets that covered HSC.

- amNew York
- BronxNet’s BronxTalk
- Brooklyn Daily Eagle
- Brooklyn Ink
- Capital Tonight
- Crain’s New York
- Chronicle of Philanthropy
- Examiner.com
- Gotham Gazette
- Huffington Post
- MetroNY
- NY Daily News
- New York Nonprofit Press
- New York Times
- NY1
- Reuters
- Times Union-Capitol Confidential
- WAMC
- WBAI-FM

See HSC’s Testimony to the NY State Joint Budget Hearing
HUMAN SERVICES COUNCIL

MEMBERS/SUPPORTERS

Members

Agenda for Children Tomorrow
Aging in America Community Services
Alzheimer’s Association, New York City Chapter
American Group Psychotherapy Association
American Red Cross in Greater New York
Asian American Federation
Baltic Street AEH, Inc.
Barrier Free Living
BHRAGS Home Care Corporation
Black Agency Executives
Black Veterans for Social Justice
Bronx Jewish Community Council
BronxWorks
Brooklyn Community Services
Brooklyn Kindergarten Society
Business Outreach Center Network, Inc.
CAMBA
Care at Home - Diocese of Brooklyn, Inc.
Care for the Homeless
Career Gear
Catholic Charities Brooklyn and Queens
Catholic Charities Community Services, Archdiocese of New York
Catholic Charities of the Archdiocese of New York
CARES
Center for Children’s Initiatives
Center for Family Representation, Inc.
Center for Independence of the Disabled in New York
Center for Urban Community Services, Inc.
Children Development Support Corporation
Child Welfare Organizing Project Inc.
Children’s Aid Society
Citizens’ Committee for Children of New York
Coalition for Asian American Children and Families
Community Agency for Senior Citizens, Inc.
Community Health Care Association of New York State, Inc.
Community Resource Exchange
Community Inc.
Council of Family and Child Caring Agencies
Council of Senior Centers & Services of New York City, Inc.
Day Care Council of New York, Inc.
District Three Youth & Adult, Inc.
Downtown Brooklyn Partnership
Drug Policy Alliance
Dynamic Youth Community, Inc.
East River Development Alliance
East Side House
Episcopal Community Services of Long Island
Episcopal Social Services of New York, Inc.
F.E.G.S. Health and Human Services System
Faith Mission Alcohol Crisis Center
Families On The Move of NYC, Inc.
Family Focus Adoption Services
Federation of Protestant Welfare Agencies
Forestdale, Inc.
Good Shepherd Services
Goodwill Industries of Greater New York and Northern New Jersey, Inc.
Graham Windham
Hamilton-Madison House
HANAC
Harlem RBI
Heights & Hills
HELP USA
Henry Street Settlement
Hetrick-Martin Institute
Hispanic Federation of New York City
Home Care Council of New York City
Homeless Services United, Inc.
Hudson Guild
Institute for Community Living, Inc.
Institute for the Puerto Rican/Hispanic Elderly
InterAgency Council of Developmental Disabilities Agencies, Inc.
Inwood House
Jewish Association for Services for the Aged (JASA)
Jewish Board of Family & Children’s Services (JBFCS)
Jewish Child Care Association of New York (JCCA)
Jewish Community Council of Greater Coney Island
Jewish Community Relations Council of New York, Inc. (JCRC)
Jewish Early Childhood Education Initiative, Inc.
Lawyers Alliance for New York
Leake and Watts Services
Legal Information for Families Today
LIFT – The Bronx
Lighthouse International
Little Sisters of the Assumption Family Health Service, Inc.
Lower East Side Family Union
Madison Square Boys & Girls Club, Inc.
Mental Health Providers of Western Queens, Inc.
MercyFirst
Metropolitan Council on Jewish Poverty
Midwood Development Corp.
Morningside Retirement and Health Services, Inc.
National Association of Social Workers, NYC Chapter
National Black Leadership Commission on AIDS
Neighborhood Family Services Coalition
New Alternatives for Children
New York AIDS Coalition
New York Asian Women’s Center
New York Board of Rabbis
New York Cares, Inc.
New York City Employment and Training Coalition
New York City Mission Society
New York Disaster Interfaith Services
New York Families for Autistic Children, Inc.
New York Foundling
New York Immigration Coalition
Nonprofit Coordinating Committee of New York
Nontraditional Employment for Women
Northern Manhattan Improvement Corporation
Northside Center for Child Development, Inc.
NPower New York, Inc.
Nursery School of the Community Church of Little Neck
One Stop Senior Services
Palladia, Inc.
Partnership for After School Education
Phipps Community Development Corporation
Project FIND / Find Aid for the Aged, Inc.
Project Hospitality, Inc.
Project Renewal, Inc.
Public Allies New York
Public Health Solutions
Queensboro Council for Social Welfare
The Voice of the Human Services Community

Ramapo For Children
Recreation Rooms and Settlement
Starrett Early Learning Center
Regional Aid for Interim Needs, Inc.
ReServe, Inc.
Safe Horizon
Safe Space NYC, Inc.
Samaritan Village, Inc.
SCO Family of Services
Seamens’s Society for Children and Families
Search and Care, Inc.
Selfhelp Community Services
Sephardic Community Center
Services Now for Adult Persons
Single Stop USA
Sisters of Charity Housing Development Corporation
Social Concern Community Development Corp.
South East Queens Multi-Services Senior Citizens Center/Howard Beach Senior Center
St. John’s Place Family Center, HDFC
St. Vincent’s Services, Inc.
Stanley M. Isaacs Neighborhood Center, Inc.
Staten Island Center for Independent Living, Inc.
Staten Island Community Services Friendship Club, Inc.
Staten Island Inter-Agency Council for Aging, Inc.
Staten Island NFP Association
Steinway Child and Family Services
STRIVE (East Harlem Employment Service)
Sunnyside Community Services
Supportive Housing Network of New York
The Actors Fund
The After-School Corporation
The Arab-American Family Support Center
The Bridge, Inc.
The Carter Burden Center for the Aging, Inc.
The Children’s Village
The Coalition of Behavioral Health Agencies
The Committee for Hispanic Children and Families
The Dennelisse Corp.
The Educational Alliance
The Fishermen’s Conservation Association, Inc.
The Hebrew Educational Society
The Osborne Association
The People’s Institute for Survival and Beyond
The Salvation Army
The Steinhardt Foundation for Jewish Life, Inc.
The Support Center for Nonprofit Management, Inc.
UJA-Federation of New York
United Neighborhood Houses of New York
University Settlement Society of New York City
Urban Pathways
Varied Internship Program
Vera Institute of Justice, Inc.
Veritas Therapeutic Community
Visiting Neighbors
Voices of Community Activists & Leaders (VOCAL) –NY
Volunteers of America of Greater New York
WestEnd Intergenerational Residence
William Hodson Community Center, Inc.
Women in Need
Women’s Housing & Economic Development Corp.
Women’s Prison Association
YMCA of Greater New York
You Gotta Believe
YWCA of the City of New York

Supporters
In addition to our members, HSC would also like to thank the following funders for their support:

The Buchman Foundation

The Clark Foundation

IBM

Mutual of America
Your Retirement Company

The New York City Council

The New York Community Trust

United Way
United Way of New York City

As of 6/30/11

We’d also like to thank our FY11 interns/volunteers – without their dedication, we could not have accomplished all that we have.

• Madeleine Adams
• Sarah Briglia
• Ariana Brill
• Gabriel Brown
• Shelley Buchbinder
• Joanna Carman
• Stephanie Hakes
• Michaela Hyams
• Lauren Jackson
• Liz Knopf
• Paola la Zazzera
• Yasmin Lopez
• Zan Margolis
• Gee-Eun Myung
• Cindy Ness
• Ben O’Clair
• Asmi Patel
• Peter Sohn
• Erin Word

Finally, we’d like to thank our supporters at our 15th annual Leadership Awards Reception, where HSC honored four visionary leaders for their lifelong leadership in the human services sector:

• Theresa A. Bischoff, Former CEO of American Red Cross in Greater New York
• Edward I. Geffner, Former CEO of Project Renewal
• Mary D. Redd, LCSW, ACSW, CEO/President, Steinway Child and Family Services
• Nancy Wackstein, Former Board Chair, HSC and Executive Director, United Neighborhood Houses of New York
HSC TEAM

HSC Staff

Michael Stoller has been HSC’s Executive Director since January 2003, following a 20-year career with the City government, most recently as Executive Director of the Procurement Policy Board. During his tenure, the PPB significantly streamlined the Rules to allow greater flexibility and accountability to procurement staff while maintaining appropriate oversight. Prior to his PPB work, Mr. Stoller was the first counsel to the City Council Committee on Government Contracts, Assistant Director in the Mayor’s Office of Operations, and a staff attorney with the Legal Aid Society’s Juvenile Rights Division. Mr. Stoller earned a J.D. from the SUNY Buffalo School of Law. He has lectured at colleges, law schools, international forums, conferences, and other settings.

Allison Sesso, Deputy Executive Director, has been with HSC since 2003. Her past professional experiences include working at a prominent investment bank, at the New York Public Interest Research Group, and as the coordinator of a program for victims of domestic violence and sexual abuse in Florida. As a Fellow at SUNY Albany’s Center for Women in Government and Civil Society, Ms. Sesso worked with the Empire Justice Center on statewide child care policy issues. While pursuing her undergraduate degree at SUNY Cortland, Ms. Sesso spent a semester interning at the Belize Government Agency of Disability Services. She holds an MPA degree from CUNY Baruch’s School of Public Affairs.

Cecelia Burchett, Executive Assistant and Office Manager since 2004, is the person whose delightful voice and professional manner you first encounter when contacting the Human Services Council. Prior to joining HSC, Ms. Burchett had a 25-year career with Avon Products, Inc. During her time at Avon she held positions such as Product Development Assistant, Purchasing Coordinator, and Director Assistant. At Avon, Ms. Burchett volunteered to work with the Junior Achievement program of Rockland County, working with children from pre-kindergarten through sixth grade.

Michelle Jackson, Esq., Policy Analyst, joined HSC in 2008. Ms. Jackson graduated from Suffolk University Law School in Boston in 2007, earning a J.D. with a concentration in International Law. While in law school, she interned for the International Consortium for Law and Development, and volunteered for Shelter Legal Services where she provided free legal aid to indigent women at Rosie’s Place. As an AmeriCorps Bonner Leader, she worked with various community agencies at her college to create social justice programming, volunteer opportunities, and outreach.

Cynthia Tao, Director of Communications, Membership, and Development, joined HSC in 2009. She graduated with an MSW degree from Hunter College in 2008. Prior to pursuing her MSW, Ms. Tao had a 22-year career at IBM, primarily as a Program Manager in software development in New York, North Carolina, and Italy. As a volunteer and a social work intern, she worked with adults and children with serious mental, physical, and emotional health issues. She also holds a BA in Philosophy and BS in Computer Science from the University of Illinois-Urbana.

Chris Winward, Senior Policy Analyst, joined HSC in 2007. Prior to HSC, Ms. Winward worked at the New York City Council. While an undergraduate at Siena College, Ms. Winward spent a semester in Washington D.C. participating in the American University - American Politics Program and had several internships in government, including with a New York State Assemblymember, the State Office for the Aging, a U.S. Congressman, and the U.S. Department of Housing and Urban Development. She holds an MPA degree from the Wagner School of Public Service at NYU.

Key Consultants

Cynthia Dames, Principal of Cynthia Dames Consulting LLC, has 25 years of experience in public policy development at the City, State, and national levels. The practice is a small, specialized consulting practice that focuses on two books of business: government relations with New York State and City elected officials, and innovative, targeted program development for health and human services providers.

Shana Mosher was a Policy Analyst consultant for HSC in January 2011 and joined the staff in July. Ms. Mosher completed her MS in Urban Policy Analysis and Management at Milano the New School, where her focus was on community development and sustainability management. Before HSC, Ms. Mosher worked with the U.S. Hispanic Chamber of Commerce Foundation where she oversaw the development and implementation of programs providing education, training, and capacity building to at-risk Latino youth, aspiring entrepreneurs, business owners, and local Hispanic chambers of commerce.

Devorah Pelman, CPA, worked as an auditor for Loeb and Troper LLP, New York’s leading nonprofit accounting firm, for several years before leaving to work as a fiscal management consultant. Her clients include a variety of nonprofit organizations. In addition to fiscal management, she also provides ongoing training sessions on a number of accounting topics.

Pro-Media Communications, a communications firm dedicated to social change, has been working with organizations and individuals in the fields of economic and social change for the past 25 years to hone strategies, find their audiences, shape their message, and have an impact.
### Statement of Financial Activity

**6/30/11** | **6/30/10**
--- | ---
**Public support and revenue** |  
Membership Dues | 378,048 | 293,860  
Government grants & contracts | 80,000 | 80,000  
Foundation grants | 305,000 | 195,000  
Contributions | 11,424 | 54,200  
Special events income | 84,396 | 121,278  
Interest income | 704 | 976  
In-kind contributions | 65,500 | 45,500  
Net assets released from restrictions |  
**Total public support and revenue** | 925,072 | 790,814  

**Expenses** |  
Program services | 756,374 | 760,687  
Management and general | 92,267 | 38,192  
Fundraising | 69,135 | 60,829  
**Total expenses** | 917,776 | 859,708  

**Change in net assets** | 7,296 | 68,894  
Net assets - beginning | 114,644 | 183,538  
**Net assets - ending** | 121,940 | 114,644  

### Statement of Financial Position

**Fiscal Year 2011**

| **Assets** | **6/30/11** | **6/30/10** |
--- | --- | ---
Cash and cash equivalents | 121,734 | 211,730  
Dues receivable | 87,690 | 76,666  
Prepaid expenses | 9,627 | 13,767  
**Total assets** | 219,051 | 304,463  

| **Liabilities and Net Assets** | **6/30/11** | **6/30/10** |
--- | --- | ---
Accounts payable and accrued expenses | 54,811 | 42,399  
Deferred income | 42,300 | 147,420  
**Total liabilities** | 97,111 | 189,819  
Unrestricted | 116,622 | 64,326  
Temporarily restricted | 5,318 | 50,318  
**Total net assets** | 121,940 | 114,644  

| **Total liabilities and net assets** | 219,051 | 304,463  

### Statement of Functional Expenses

**Fiscal Year 2011**

| **Programs** | **Amount** |
--- | ---
Advocacy & Education | 722,440  
Disaster Preparedness & Response | 33,934  
Management & General | 92,267  
Fundraising | 69,135  
**Total** | 917,776  

### Expenses by Program

**Fiscal Year 2011**

- Advocacy & Education: 79%
- Disaster Preparedness & Response: 4%
- Management & General: 10%
- Fundraising: 7%
WHO CARES?

where will we go after school?

Supportive housing provides jobs to the local community.

Tutoring is keeping my son in school.

1 in every 5 children in New York state live in poverty.

$1 invested in after school programs can save participants and taxpayers $3.

I learned how to take care of my family.

WHO CARES?

I do.

The shelter gave me a new start.

Human Services Council

130 East 59th Street • New York, NY 10022
Tel: 212-836-1230 • Fax: 212-836-1368
www.humanservicescouncil.org
www.whocares-ido.org