MISSION
STATEMENT

The Human Services Council strengthens the not-for-profit human services sector’s ability to improve the lives of New Yorkers in need.

The Human Services Council does this by:

- Enhancing the capacity of human services organizations to carry out their missions
- Acting collectively to establish greater balance in the partnership between the human services sector and government
- Influencing public policy and advocating for adequate funding for human services
- Addressing the implications of social, racial, and economic justice issues in human services policy and delivery
- Giving voice to those we serve, highlighting their struggles and how human services programs help them
- Holding government accountable for the needs of all New Yorkers by honoring the commitments made to our communities.

Friends,

We celebrated HSC’s 20th anniversary this year. It’s hard to believe the changes HSC has wrought in 20 years, but rather than rest on our laurels, we’ve continued to advocate on behalf of the human services sector and our clients. In the past year alone, we’ve seen concessions from the State and City that will greatly improve the lives of human services providers and the people who depend upon them.

For example, we saw a tax reform and job creation package from Governor Cuomo, Majority Leader Skelos, and Speaker Silver. HSC worked with our newly-created statewide human services coalition to influence the tax reform, and we’re pleased to see this important first step toward creating a more progressive tax structure in New York. This success shows the power of uniting coalitions to influence legislators.

To further raise awareness of the sector and its contributions, HSC released three reports this year. Each highlights ways human services programs are an economic engine in New York — because our sector not only provides job supports, but also jobs for difficult-to-employ New Yorkers. We are working to shift public perception from viewing human services organizations as charities to recognizing their crucial role in the public-private partnership that provides New Yorkers with a bridge out of poverty.

Please read through the rest of this report to see what else HSC has been up to! And remember to check us out on Facebook, Twitter, YouTube, and WordPress.

We extend our heartfelt thanks to you — our supporters, partners, allies, volunteers, members, board, and staff — for your generous contributions to HSC and the sector this year.

Joel Copperman, Board Chair

Michael Stoller, Executive Director

Download copies of HSC’s reports here.
WHAT WE DO
HSC works with its broad member base and Board to identify areas of concern shared by New York’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’s human services providers to deliver their – often life-saving – help, unobstructed. The 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 continued its year-old campaign, 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.

Business Solutions and Efficiencies: HSC partners with members, elected officials, and other allies to identify sector efficiencies that reduce costs; the savings can be used to preserve funds for core programs. For example, HSC works to streamline the procurement process and promotes innovative solutions to reduce reporting burdens using technology.

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.
HSC’s voice grew louder in 2011-2012. Our key goal was to raise the profile of the sector so that friends, legislators, media, and the general public could better understand the impact provided by human services organizations on their clients, workers, communities, and the overall economy. And HSC accomplished much this year.

We documented the facts. HSC wrote and released three reports this year:

• Investing in Human Capital: How Investments in Human Services Support a Strong Economy
• Dangerous Moves: How Public Funding Cuts to Human Services Hurt Women and Children
• A Lose-Lose Proposition: The Economic Impact of Lost Human Services in New York State.

The reports focus on ways that cuts to human services negatively impact New York’s economy – because human services organizations provide jobs and job supports (especially for women). One report also evaluates the effects of cumulative cuts in New York since the start of the fiscal crisis. The reports were covered in the New York Daily News, WBAI Radio, Examiner, and New York Nonprofit Press.

We formed coalitions with new allies. HSC worked with new coalitions this year and saw some immediate results:

• We formed the first statewide human services coalition. Uniting this coalition with our City-based members, we gathered 90 signatories from human services organizations across New York State to lobby for extending the personal income tax surcharge. Our joint work resulted in Governor Andrew M. Cuomo and the Legislature adopting a New York State tax reform and job creation package in December, 2011 – an important first step that moves our tax system in a more progressive direction.

• Our Executive Director, Michael Stoller, worked on the State Attorney General’s Leadership Committee for Nonprofit Revitalization and was co-chair of a key subcommittee. With his advocacy, a recommendation was made in the February report issued by this Committee, which resulted in Governor Cuomo appointing Fran Barrett as New York State’s new Interagency Coordinator for Non-profit Organizations in May. HSC has long advocated for a state-level position like this, to help address challenges nonprofits face in their business relationships with State agencies.

We raised public awareness. HSC found traditional and non-traditional ways to share our message:

• We hosted an Austerity Breakfast at Tiffany’s press event as part of a week of actions to highlight the need for a fair solution to balance the budget. Wealthy New Yorkers spoke about their willingness to pay more taxes and symbolically demonstrated how the taxes could sustain needed programs.

• We organized a City-wide display of over 3,000 Valentines from clients to their human services providers. The I ♥ Human Services installations were on display in 10 public locations, including
the offices of three New York City Borough Presidents and two State elected officials, and demonstrated how important the programs and services are to New Yorkers.

- We participated in press conferences with City Council Members and the City Public Advocate to talk about the effects of budget cuts on human services and submitted testimonies to State and City Budget committees.

- We co-hosted a panel discussion on the City’s nonprofit human services sector with a diverse set of leaders from nonprofit and philanthropy organizations, as well as the City. City Council Member Domenic Recchia, Chair of the City Council Finance Committee, along with other panelists, shared views on how budget cuts and deficiencies in the contracting process affect organizations and human services City-wide.

- We held virtual rallies through social media to raise awareness about the importance of human services. One, held on Thanksgiving, spotlighted why people are thankful for human services. The other, held in the midst of the budget season, identified (through videos posted on YouTube and other social media) where New Yorkers would be without human services.

- We continued our Who Cares? I Do. campaign. In less than 16 months, the new website accumulated 35,135 visits from 119 countries, 78,232 page views, 806 Facebook Likes, 902 Twitter followers, and gathered over 11,000 petition signatures.


**We used our clout.**

HSC’s influence is growing and our involvement tipped the balance in favor of nonprofits:

- We convinced the Campaign Finance Board to exempt 501c(3) organizations from specific advocacy reporting requirements – saving nonprofits from having to generate up to 26 unnecessary reports per year.

- We gathered input from members and testified to the New York City Lobbying Commission; they accepted our suggestions and included many in their recommendations. If adopted, these recommendations will clarify rules and procedures, better align State and City reporting, and reduce expenses and unnecessary reporting – making it easier for nonprofits to advocate on behalf of their often voiceless clients.
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Asian American Federation
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Barrier Free Living
BHFRAGS Home Care Corporation
Black Agency Executives
Black Veterans for Social Justice, Inc.
Bronx Jewish Community Council
BronxWorks, Inc.
Brooklyn Community Services
Brooklyn Kindergarten Society
Business Outreach Center Network, Inc.
CAMBA
Career Gear
Care for the Homeless
Catholic Charities Brooklyn and Queens
Catholic Charities Community Services, Archdiocese of New York
Catholic Charities of the Archdiocese of New York Center for Alternative Sentencing and Employment Services
Center for Children’s Initiatives
Center for Employment Opportunities
Center for Family Representation, Inc.
Center for Independence of the Disabled in New York
Center for Urban Community Services, Inc.
Child Development Support Corporation
Child Welfare Organizing Project, Inc.
Citizens’ Committee for Children of New York, Inc.
Coalition for Asian American Children and Families Community Agency for Senior Citizens, Inc.
Community Health Care Association of New York State
Community Resource Exchange
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Council of Senior Centers & Services of New York City, Inc.
Day Care Council of New York, Inc.
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Jewish Community Relations Council of New York, Inc.
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New York City Mission Society
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Public Health Solutions
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Mercy First
New York Foundling
Nonprofit Coordinating Committee of New York
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Northside Center for Child Development, Inc.
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In addition to our members, HSC would also like to thank the following funders for their support:

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The Clark Foundation
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The New York City Council

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Sara Abraham-Oxford
Luca Aloe
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Karen Broderick
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Yrleene Mertens
Grace Mwopa
Rachel Siegel
Elise Stukenberg
Swapna Vagvegula
Jason Wu
Danny Yu

HSC VOLUNTEERS

We’d like to thank our wonderful interns/volunteers, who helped us with communications, policy, development, membership, administrative, and information technology support. Your dedication amazed us all and is much appreciated.

- Sara Abraham-Oxford
- Luca Aloe
- Mike Apicelli
- Ambre Auzanneau
- Ana Billingsley
- Karen Broderick
- Nicole Brown
- Nandi Dozier-Lewis
- Zariely Garcia
- Stacy Ignacio
- Ben Johnson
- Neha Kallianpurkar
- Nicole Lee
- Yrleene Mertens
- Grace Mwopa
- Rachel Siegel
- Elise Stukenberg
- Swapna Vagvegula
- Jason Wu
- Danny Yu

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YMCA of Greater New York

as of 6/30/12

* Members of the HSC Executive Committee
The HSC Team

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. Mr. Stoller was also the first counsel to the City Council Committee on Government Contracts, Asst. 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, and conferences.

Allison Sesso, Deputy Executive Director, joined HSC in 2003. Previously, she worked at an 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, joined HSC in 2004. Previously, Ms. Burchett had a 25-year career with Avon Products, Inc., where she held such positions as Administrative Assistant in Research and Development, 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., General Counsel, 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 community agencies at her college to create social justice programming, volunteer opportunities, and outreach.

Shana Mosher, Policy Analyst, joined HSC in 2011. Ms. Mosher completed her MS in Urban Policy Analysis and Management at The New School’s Milano 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 programs providing education, training, and capacity building to at-risk Latino youth, aspiring entrepreneurs, Hispanic business owners, and Hispanic chambers of commerce.

Cynthia Tao, Director of Communications, Membership, and Development, joined HSC in 2009. She graduated with an MSW degree from Hunter College and worked as a Research Asst. in the policy department. Prior to pursuing her MSW, Ms. Tao had a 22-year career at IBM, primarily in software development in NY, NC, and Italy. As a volunteer and 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 Comp. Sci. from the Univ. of Illinois-Urbana.

Chris Winward, Director of Budget and Policy, joined HSC in 2007. Prior to HSC, Ms. Winward worked at the NY City Council, most recently as a Legislative Policy Analyst to the Health Committee. While an undergraduate at Siena College, Ms. Winward had several internships in State and federal government, including ones with a NY State Assemblymember, the State Office for the Aging, a U.S. Congressmember, and the U.S. Dept. of Housing and Urban Development. She holds an MPA degree from NYU’s School of Public Service.

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 government relations with New York State and New York City elected officials, and innovative, targeted program development for health and human services providers.

Devorah Pelman, CPA, worked as an auditor for Loeb and Troper LLP, New York’s leading nonprofit accounting firm, for several years before working 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 accounting topics. Ms. Pelman is a certified public accountant in the state of New York.

Cheryl Mann, Senior Marketing Communications Professional, has over twenty years of experience covering multiplatform strategies, direct/database marketing, messaging, strategic planning, development, operations, event planning, and analysis. She has worked with nonprofits and corporations such as AT&T, Mount Sinai Medical Center, Metropolitan Water District, NAMI and Agency.com.

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

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
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<tbody>
<tr>
<td><strong>Public support and revenue</strong></td>
<td></td>
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<tr>
<td>Membership Dues</td>
<td>387,358</td>
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<td>Government grants &amp; contracts</td>
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<td>Foundation grants</td>
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<td>Contributions</td>
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<td>Special events income</td>
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<td>Interest income</td>
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<tr>
<td>In-kind contributions</td>
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<td>65,500</td>
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<td><strong>Net assets released from restrictions</strong></td>
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<tr>
<td>Total public support and revenue</td>
<td>928,501</td>
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**Expenses**

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>761,770</td>
<td>756,374</td>
</tr>
<tr>
<td>Management and general</td>
<td>81,341</td>
<td>92,267</td>
</tr>
<tr>
<td>Fundraising</td>
<td>149,582</td>
<td>69,135</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>992,693</td>
<td>917,776</td>
</tr>
</tbody>
</table>

**Change in net assets**

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>[64,192]</td>
<td>7,296</td>
<td></td>
</tr>
<tr>
<td>Net assets - beginning</td>
<td>121,940</td>
<td>114,644</td>
</tr>
<tr>
<td><strong>Net assets - ending</strong></td>
<td>57,748</td>
<td>121,940</td>
</tr>
</tbody>
</table>

### Statement of Financial Position

**Fiscal Year 2012**

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>284,291</td>
<td>121,734</td>
</tr>
<tr>
<td>Dues receivable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants receivable</td>
<td>4,488</td>
<td>87,690</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>5,967</td>
<td>6,627</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>294,746</td>
<td>219,051</td>
</tr>
</tbody>
</table>

**Liabilities and Net Assets**

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>54,084</td>
<td>54,811</td>
</tr>
<tr>
<td>Deferred income</td>
<td>182,914</td>
<td>42,300</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>236,998</td>
<td>97,111</td>
</tr>
</tbody>
</table>

**Net assets**

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>14,127</td>
<td>116,622</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>43,621</td>
<td>5,318</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>57,748</td>
<td>121,940</td>
</tr>
</tbody>
</table>

**Total liabilities and net assets**

<table>
<thead>
<tr>
<th></th>
<th>6/30/12</th>
<th>6/30/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>294,746</td>
<td>219,051</td>
<td></td>
</tr>
</tbody>
</table>

### Expenses by Program • Fiscal Year 2011

- Program: 77%
- Management & General: 8%
- Fundraising: 15%

### Revenues by Year • Fiscal Year 2012

- In-Kind Donations
- Interest & Misc.
- Special Events
- Contributions
- Foundation Grants
- Grants & Contracts
- Membership Dues

**Fiscal Year 2012**

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership Dues</th>
<th>Grants &amp; Contracts</th>
<th>Foundation Grants</th>
<th>Special Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>387,358</td>
<td>40,000</td>
<td>310,000</td>
<td>102,246</td>
</tr>
<tr>
<td>2010</td>
<td>378,048</td>
<td>40,000</td>
<td>305,000</td>
<td>84,396</td>
</tr>
<tr>
<td>2011</td>
<td>378,048</td>
<td>40,000</td>
<td>305,000</td>
<td>84,396</td>
</tr>
<tr>
<td>2012</td>
<td>378,048</td>
<td>40,000</td>
<td>305,000</td>
<td>84,396</td>
</tr>
</tbody>
</table>