



need white
logo here



Bergen Family Center

44 Armory Street
Englewood, NJ 07631
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Bergen Family Center

helping families through
counseling and services since 1898



Annual Report

2003

You've got a great history, and you know how to promote it!

That's a para-
phrase of Reeve

Lindbergh's message to BFC at our Nov. 6, 2003 Annual Awards Dinner. And what a history it is! We were founded by the Woman's Club of Englewood in 1898, which makes BFC the oldest continuously operating family agency in Bergen County. New arrivals to America were our first clients; we provided those working families with children's day care, laying our foundation and the characteristics upon which we continue to build today: innovative services and programs to meet unmet needs of families; with emphasis on assisting newcomers to our community.

Reeve's grandfather, Dwight Morrow, presided over us from 1912-1914 when the agency began to battle influenza and tuberculosis, leading to the creation of Bergen Pines County Hospital. During the Great Depression, Reeve's mother, Ann Morrow Lindbergh, and her aunt Elisabeth Morrow, and their friends volunteered to run our children's programs. We assisted her grandmother, Mrs. Dwight Morrow on the 1933/34 development of the Englewood Community Chest.

We expanded neighborhood services and merged with Memorial House in 1922 to become Social Service Federation. Concurrently, we responded to the large African-American migration. One result was the 1932 creation of the Urban League.

At mid-century young women of the Junior League developed leadership skills by volunteering with us. One, Katharine Goodbody, so loved our work that she joined the Board, later to become Chairwoman, and enlisted her husband, Dr. Maurice Goodbody, to raise the funds to build our current facility (1971).

Collaboration with

National Council of Jewish Women on children's programs—a partnership that continues today through our Home Instruction Program for Parents of Pre-school Youngsters (HIPPY)—also began at mid-century. Junior League collaborated with us then on children's programs, and, more recently, on HIPPY, too. The focus on children coalesced around Joan Van Alstyne who led the 1965 founding of our Day Nursery, named after Englewood pediatrician, Dr. Leonard Johnson.

Since 1907 family welfare and counseling services were provided by our agency. As demand increased, particularly in the 1950's, counseling expanded throughout the Northern Valley and a separate agency (Family Counseling Service, later renamed Family Services of Bergen County) was created in 1962. FSBC soon began innovative work with the frail elderly, crime victims and those infected with AIDS. In 1997 Social Service Federation and FSBC rejoined, creating what is now Bergen Family Center.

Our first innovation thereafter was a multi-cultural program counseling Spanish and Korean domestic violence survivors. More recently, we entered a partnership (now in its second year) with the Englewood Bd. of Ed. to provide Pre-Kindergarten education to eligible 4 year olds.

Thank you for joining us as this historic, dynamic and growing agency continues its second century of service to Bergen County families.

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MESSAGE TO OUR DONORS

I would like to thank all of our donors and volunteers for the support they have given to enable us to provide much needed services to clients this year. Your gifts helped us to expand services in all of our divisions: Children's Services and Eldercare both located at our Englewood site, and Clinical Services offered in Hackensack.

In 2003 you donated \$452,618, an increase of 3.5% over the prior year. We are delighted that you have confidence in our ability to provide essential services to our community.

We need your continued help to meet growing needs such as adult day care for the frail elderly, multi-cultural counseling for families and after-school enrichment activities to prevent young children from being unsupervised.

Thank you for being our partner in this very important work.

Sincerely,

Mitchell Schonfeld
PRESIDENT/CEO



ANNUAL REPORT FROM THE CHAIR

2003

This has been a very productive year for Bergen Family Center in many ways, and this annual report will highlight some of the incredible activities that have taken place. For me one of the most rewarding activities was the completion of our strategic plan, a comprehensive document that involved months of thoughtful discussions and productive meetings attended by many people committed to the future of the agency.

It had been our plan for several years to engage in a strategic planning process to help us chart the agency's course. We were committed to be inclusive and comprehensive and to understand completely who Bergen Family Center is now and who we wish to be in the years to come. Our process included input from staff, friends of the agency, members of the community, the clients and board members. We looked to the agency's rich past for wisdom, with the belief that it would help us to craft a fitting direction for our future.

We are pleased with the plan that was adopted by our Board of Directors in September of 2003. We selected 4 key initiatives – organizational excellence, board diversity and development, facility and space, and fund and resource development. It is the belief of the Board and the senior staff of the agency that focusing our energies on these initiatives will help us to improve our fund raising, visibility, administrative systems and the overall quality of the services that we provide.

We are excited about the future of Bergen Family Center and invite all of our old and new friends to join us in deepening our commitment to our mission - to support, strengthen and enrich family life through our innovative programs and quality services.

Shelly Wimpfheimer

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BERGEN FAMILY CENTER 2003

And what a year it was... Celebrity appearances, extreme makeovers, a wonderfully successful Annual Dinner & Silent Auction, and the ongoing provision of quality programs that make Bergen Family Center the special community resource that it is.

The buzzword for 2003 was definitely partnering. The year was marked by a series of collaborations with local – and not so local – businesses, corporations and other agencies that connected with our mission and made a commitment of time, energy, and money in support of our facility, programs and services.

It was an eclectic group of supporters ranging from large corporations like Verizon Wireless, Whole Foods Market and UPS to local groups such as the Community Partnership Network and the Englewood Rotary Club. It was the Girl Scout Council of Bergen County and Unilever Bestfoods who brought us Olympic Champion Dominique Dawes, spokeswoman for their jointly sponsored uniquely Me! a self-esteem enhancing program for young girls that was offered at our Englewood site.



Beverly Mitchell, an honoree at our 2003 Annual Dinner and award-winning realtor at the Tenafly office of Weichert Realtors, passed the hat among her Weichert colleagues and brought us donations of more than two thousand dollars. And, in a real-life reflection of TV's popular Extreme Makeover, the Meredith Corporation, publishers of Better Homes & Gardens, and Rebuilding Together – Bergen County renovated our Englewood site in the course of two fall days improving both the inside and exterior of our thirty-four year old building.

BFC programs and services continued to grow and flourish. Over the course of the year our Adult Day

Care Center saw a 40% increase in average daily attendance attributable to program enhancements and ongoing staff attention and support of client's needs. Care Management, which provides in-home assessments of homebound seniors, received substantially more funding from JACC - the Jersey Assistance for Community Caregivers program - because of increased service needs identified by and provided for by our staff.

Children's Services spread its wings by expanding the Reggio Emilia academic approach which provides a child-centered, progressive educational milieu to all children at our Englewood site. This model, rarely available to youngsters in community based programs, is credited with helping children productively engage with the world around

them and bringing parents into the fold as full partners in their child's educational development. And BFC's Counseling Services were lauded by our Federal grantor who indicated that our Ryan White program for clients with

HIV/AIDS is the best in the Bergen-Passaic Region.

Fund development reached new heights in 2003. Our Annual Dinner & Silent Auction was the largest and most successful ever. The BFC Holiday Appeal reflected the incredible generosity of our community's residents. And year's end brought a \$10,000 grant from the Henry H. Kessler Foundation which is being used to provide arts programming for seniors at our Adult Day Care Center.

2003. What a year it was....

REPORT FROM THE BOARD OF TRUSTEES



The Board Development Committee, under the supervision of chair Dr. Shelly Wimpfheimer of Tenafly, recruited seven new trustees in 2003. Because the need for Board members of diverse backgrounds with high quality skills is a key initiative of BFC's strategic plan, the new trustees were from diverse geographic areas and ethnic backgrounds, and included attorneys, educators and corporate professionals. Other committee goals accomplished included an orientation for new board members, the development and implementation of an extensive training program held at each board meeting, and a self study and board evaluation process undertaken to develop goals for the coming year that are consistent with BFC's Strategic Plan.

The Finance Committee, led by agency Treasurer Patrick Heeney of Englewood, supervised the annual audit, monitored agency investments, and assisted with budget preparation. Major projects were our work on the Pre-K contract and the establishment of a line of credit with a reputable bank. Buoyed by a good year in the investment markets, increased contributions from donors, and the use of a computerized billing system to improve fee collections, agency revenues slightly exceeded budget targets. Emphasis by the committee to operate frugally resulted in expenses coming in below budget, and the agency realized a net positive change in assets. The committee focused on how anticipated capital and equipment items, such as the elevator and new technology, will make client operations more efficient.

The Information Technology Committee, Less than a year old, the Information Technology Committee is chaired by Jeanne Michaud of Hackensack and composed of I.T. professionals from the BFC Board. The 2003 focus for the I.T. Committee has been the development and launch of a high quality website for BFC, which highlights the agency's current activities and future plans.

The Facility Committee, helped us manage our 16,000 sq. ft. Englewood facility which houses major programs daily for 275 different children and 30 to 40 frail elderly, and hosts a variety of weekly community events. Work focused on monitoring the bidding process for the elevator construction, and ensuring that agency leases would meet the program needs for the coming years. A highlight of 2003 was the collaboration between BFC, Rebuilding Together, Bergen and the Meridith Corporation. Over a two-day period in October, 100 volunteers from Meridith and Rebuilding Together made over our Englewood building with two lovely murals, 500 ceiling tiles, painting, cleaning, and repairing playgrounds, activity areas and classrooms and rehabbing our picnic area with a secure fence, repaired benches and new ground cover. The committee developed goals to help implement the facility initiative of the agency's strategic plan.

The Publicity Committee, established criteria for an agency website which, by year's end, and with extensive assistance from the Technology Committee, was launched as www.bergenfamilycenter.org. This committee oversaw continued coverage in the press, highlighted by two feature articles in the Bergen Record - one covering the makeover of our Englewood facility in October, and the other the visit by US Gymnastic Gold Medalist Dominique Dawes in December. Print and electronic materials were being developed to assist a major fund development initiative with corporate partners.

The Human Resources Committee,

chaired by John Hughes of Mahwah reviewed the agency personnel policies and made appropriate additions to accommodate new classes of employees. BFC now employs 105 full and part-time individuals, so the committee is reviewing plans to expand the HR department. The cost of health insurance remains the single biggest challenge for this committee: to rein in costs, the amount an employee contributes to his/her own coverage was increased this year. The agency strategic plan has organizational excellence among its initiatives, and the HR committee is working to ensure that staff recruitment, training and compensation levels are optimal to meet this crucial goal.



The Program Committee,

began the year under the leadership of Peggy Brick, formerly of Englewood. At mid-year, Dr. Lynn Jemmott of Hackensack assumed the chair. The committee oversaw the Pre-K contract and did extensive work to establish high standards for other program partnerships. An ongoing collaboration with the Bergen County Girl Scout Council is "uniquely Me!" a program to promote self-esteem in young girls, was offered at our after-school program in 2003 and will reappear for a new group in the spring of 2004. Another initiative beginning in 2004, is Science in Everyday Experiences (SEES), offered in partnership with the Bergen County Alumnae Chapter of Delta Sigma Theta Sorority which aims to increase youngsters interest in science. The committee also monitored the growth of agency services: adult day care saw a 20% increase in average daily attendance, 10% more hours of counseling services were provided, Pre-K enrollment grew by 6% and several new community events were held at our Englewood location. Committee work also focused on meeting the agency's strategic initiative of organizational excellence. Standards of accreditation, outcome measurements, and best practices are being studied and implemented to ensure the highest quality of service to clients.

The Fund Development Committee,

chaired by Irmari Nacht of Englewood saw revenues from special events substantially increase in 2003: the "Don't Cook for a Month" raffle, Annual Dinner & Silent Auction, and the Holiday Appeal were up by almost 50% over 2002. New initiatives for corporate partnerships and foundation grants were undertaken resulting in increased giving. The committee created the Friends of the Family, an auxiliary of volunteers led by Susan deJong of Demarest. The Friends helped on Barnes & Noble gift-wrapping, a collaborative with the Whole Foods Market in Edgewater and Ridgewood and, at year end were working on a multi-cultural benefit concert with the Teaneck Community Chorus and the Korean Community Church of NJ in Englewood. Individual, corporate and foundation donations helped underwrite an arts program for the frail elderly, counseling services to children living with domestic violence, and our after-school cultural enrichment program.



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Bergen County's United Way
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Bergen County Section

FAMILY BENEFACTORS **\$5,000 - \$9,999**

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STATEMENT OF REVENUE AND EXPENSE

January 2003 - December 2003

REVENUE

1. Contracts and Grants	\$3,138,663
2. United Way & Contributions	\$371,041
3. Fund Raising	\$71,577
4. Fees and Third Party	\$403,933
5. Other Income	\$22,316

TOTAL REVENUE \$4,007,530

EXPENSE

1. Personnel Costs	\$3,012,263
2. Professional Fees	\$248,933
3. Materials & Supplies	\$239,969
4. Occupancy	\$231,997
5. Other Expenses	\$116,654

SUB-TOTAL OF PROGRAM EXPENSE \$3,850,816

DEPRECIATION EXPENSE \$50,685

TOTAL EXPENSE \$3,901,501

NET CHANGE IN VALUE OF INVESTED FUNDS \$31,013

CHANGE IN PROGRAM ASSETS \$137,042

DISTRIBUTION OF UNDUPLICATED CLIENTS BY DIVISION

1 CHILDREN'S SERVICES	382
2 ELDER CARE SERVICES	622
3 CLINICAL SERVICES	<u>2007</u>
TOTAL UNDUPLICATED CLIENTS	3011

DISTRIBUTION OF PROGRAM HOURS BY DIVISION

1 CHILDREN'S SERVICES	355,250
2 ELDER CARE SERVICES	45,400
3 CLINICAL SERVICES	<u>21,750</u>
TOTAL PROGRAM HOURS	422,400

