



WTC RELIEF FUND REPORT

CAS REPORTS ON ITS WORLD TRADE CENTER RELIEF EFFORTS

APRIL 2002

The Children's Aid Society Adds Innovative Support Groups for Unions and 'Hope Initiative' for Youth to Relief Efforts

The lives of some families directly impacted by the World Trade Center disaster have begun to find their new normality. Some parents have found new jobs, many children's fears have subsided and loved ones of the lost are feeling a glimmer of hope again. But for hundreds of families who continue to reach out to The Children's Aid Society (CAS), the grief is not going away, jobs are not materializing, bills are mounting and the children are still having nightmares about towers falling from the sky. Their pressing needs for counseling, job training, child care, tuition assistance and more will exist for years to come and that is where The Children's Aid Society's World Trade Center relief efforts are now focused.

The Society has thus far expended over \$7 million in direct relief and related services, and is expecting to commit (to long-term assistance) or to directly spend the balance of the donations received

for its relief work (over \$23 million to date) over the next two years.

Our individual counseling and support group services continue to be critical for those touched by 9/11. We have developed a new type of support group with affected workers represented by Local 32 BJ/SEIU, a union that serves janitors, office cleaners and elevator operators, and Local 100 of the Hotel Employees and Restaurant Employees Union. These innovative groups aim to strengthen families and the community. The sessions, led by trained CAS counselors, bring together union members from similar work units – for instance, all waiters or all janitors – to share experiences, advocate for services and serve as resources for one another.

These groups have proven to be highly therapeutic and empowering for members and word-of-mouth has drawn even more attendees. This success has interested other

local unions and we will continue to dedicate considerable resources to this important area of our work.

Meeting Current and Long-Term Needs

CAS's effort to reach out to primary victims, those who lost loved ones in the World Trade Center attack, has resulted in interviews with more than 300 families and we continue to receive calls from 15 to 20 *new* families each week. During the interviews, our relief workers discover the families' current needs and try to forecast their needs for the next five to 10 years. For instance, in many families, the father, often the breadwinner, was lost in the tragedy. Now, the widows require job training, childcare and tuition for college so they can gain the skills necessary to assume the new role of breadwinner. We are also providing these families with legal

Continued on page 2



'Chicago Remembers' New York City

Amid the wrenching photos of "Here Is New York" at its first exhibition venue outside of New York City, Chicago Mayor Richard Daley handed CAS Executive Director Philip Coltoff a check for \$2.1 million for CAS' World Trade Center relief efforts. The donation was from the "Chicago Remembers Fund," which enabled residents of that city to support and remember victims of the World Trade Center tragedy. Posing here after the ceremony were Mike Welborn, Executive Director of Retail Banks, Bank One, Michael Shulan, one of the organizers of "Here is New York," Mayor Daley, Mr. Coltoff, and Judith K. Dimon, CAS Vice President and Trustee.

Full story on page 2.

Continued from page 1

advice, health insurance enrollment and counseling. Our overall goal is to act as a partner to these families as they rebuild their lives.

Giving Hope to Youth

A dynamic new element of our relief work is The Children's Aid Society's "Hope Initiative." The program is designed to assist youngsters in our programs who were not directly affected by the attack cope with the damage done to their sense of security. Many of the youth in our centers and schools, who live with tragedy and violence every day, exhibit a fatalistic attitude about the future and have become increasingly apathetic and indifferent. Some see the WTC tragedy as a warning

of future dangers; for others it reinforced their lack of confidence in their futures. The Hope Initiative seeks to head off these negative attitudes through a series of violence prevention, victim assistance and prejudice reduction initiatives that will help young people learn to accept and celebrate diversity, address their beliefs about violence and help them enhance their resiliency.

A "Leadership Academy" component will help youth to learn leadership techniques to empower them to become helpers and responders, instead of being fearful and victimized.

WTC Staff Remains on Front Lines

CAS also proudly acknowledges the outstanding work of its World Trade Center relief staff, which has

been on the front lines since the earliest days following the attack. Leading the effort is Ginger Smith, coordinator of the World Trade Center relief program, who oversees an 11-member staff of caring and committed workers who are the first voice of the agency for families. Smith, together with staff member, Jane Johnson, also coordinates our outreach to victims' families and the creation of the agency's victim's family database. Robert Turner, who heads our Mental Health Services, and Denise Taylor, an expert in bereavement counseling, spearhead the mental health component of our relief efforts. Their expertise and leadership in this critical area have had a tremendous impact on the lives of thousands touched by grief, anger and loss. ❖

Gifts from City of Chicago, Corporations and Foundations Help CAS Sustain Relief Efforts

The Children's Aid Society (CAS) has received over \$14 million in World Trade Center relief aid to date from major corporations and foundations, and these donations have allowed CAS to engage in critical relief work on behalf of more than 5,000 children and families.

Recent gifts to CAS include a \$2.1 million donation from the "Chicago Remembers Fund," which was created by Chicago Mayor Richard Daley to enable city residents to support and remember the 9/11 victims and their families. The donation will be used by CAS for scholarship assistance and childcare expenses.

The Chicago Remembers Fund was managed by Bank One, which accepted donations at all of its branches throughout Chicago. More than 5,500 people mailed in

donations through Bank One branches and thousands more stopped by to contribute.

Bank One's giving for our relief efforts continued with a recent donation of \$1 million, representing the combined efforts of its 73,000 employees and the Bank One Foundation. We offer our warmest thanks to the staff of Bank One and especially Chairman James Dimon for his ongoing support of our agency's crucial services for children and families in need.

More support from the windy city came from The Robert M. McCormick Tribune Foundation, which donated an additional \$500,000 from its Disaster Relief Fund to CAS. This brings McCormick's total giving to our agency to \$850,000. More than 60 newspapers, professional sport teams and

broadcast stations joined the McCormick Tribune Foundation to raise money for its Disaster Relief Fund. The Foundation and its partners absorbed the administrative costs, so 100% of the \$22.5 million raised went to agencies providing support to 9/11 victims.

Other major support for our World Trade relief work includes a \$200,000 donation from the Grand Lodge of Free Masons, a gift of \$57,500 from United Way Services of Cleveland and \$50,000 from the Philadelphia Foundation, among others.

The Children's Aid Society remains extremely grateful for the generous support of all of its WTC Relief Fund donors for their commitment to helping children and families in the New York City area recover from this tragedy. ❖

'Here Is New York' Photography Exhibit Travels to New Cities

The internationally acclaimed photography exhibit that has captured, through professional and amateur lenses, powerful images from the September 11th World Trade Center tragedy and its aftermath has begun to travel beyond New York City.

The show that began in a small, humble storefront space in SoHo is in great demand and is moving to other cities throughout the U.S.; requests for the exhibit have come from around the world. It was recently hosted by the City of Chicago's Department of Cultural Affairs to enormous crowds. That city's presentation of "Here Is New York" was the first major venue for the exhibition outside of New York City. The show also recently opened in Daytona Beach, Florida, where 500 photographs are exhibited at the Daytona Beach Community College's Museum of Photography.

In addition, "Here Is New York" has extended its stay at 116 Prince Street in SoHo until June 1, 2002 and the organizers have created a new exhibit in New York City called "History Unframed." Located on Sixth Avenue near Times Square, this exhibit expands on the power of photography to create a deeper understanding of how people view the world after September 11th. This exhibit is dedicated to illustrating how daily life has been affected by the tragedy and its aftermath and how we cope with the broader grief and uncertainty. Both exhibits are open to the public, Wednesday through Sunday, 11 a.m. - 6 p.m. on Prince Street and Tuesday through Saturday, 11 a.m. - 7 p.m. on Sixth Avenue.

Created as a living photographic memorial of the events surrounding September 11th, to help photographers share their images and their involvement in recording the tragic and historical events, as well as to

help the public process these events and heal, the exhibit has grown to include the work of over 2,100 photographers. Amateur and professional photographers as well as emergency personnel have loaned thousands of images to the show. Each image is digitally scanned, printed and displayed anonymously. Selected prints can be purchased for \$25, with the net proceeds benefiting The Children's Aid Society's World Trade Center Relief Fund. To date, "Here Is New York" has contributed \$600,000 to the Society's relief efforts. ❖

Kaplan, Inc. Reaches 9/11 Fundraising Goal

In the days following 9/11, Kaplan Test Prep e-mailed all of the students enrolled in its SAT and other prep classes, and advised them that "The Kaplan 9/11 Fund" had been established at The Children's Aid Society to provide assistance to WTC victims' children and families. Kaplan, the leading national test preparation company, itself committed \$25,000 to open the fund, plus a percentage of all the Kaplan Test Prep registration and other fees received during the month of October, which provided over \$152,000 more. In addition, the company agreed to match all donations of its employees to the Kaplan 9/11 Fund. Those donations have amounted to more than \$30,000 to date, yielding over \$60,000 more to the Fund.

Kaplan set its fundraising goal for the Kaplan 9/11 Fund at an ambitious \$250,000. That amount was achieved and exceeded in mid-February! Gifts were sent in by more than 250 donors from 32 states plus the District of Columbia.

Money from the Kaplan 9/11 Fund is being used at CAS to provide both emergency relief, such as rent, food and clothing, and long-term assistance, such as family counseling and tuition, to the families impacted by the September 11th disaster. ❖

The Children's Aid Society serves over 120,000 New York City children and their families each year without regard to race, religion, nationality or socio-economic status.

To make a donation, or receive more information about The Children's Aid Society, please contact us at:



**The Children's Aid Society
105 East 22nd Street, Room 504
New York, NY 10010**

***...or call:
212-949-4936***

***...or visit us at:
www.childrensaimsociety.org***

CAS Partners in September 11th Scholarship Alliance to Simplify Education Aid Process

The Children's Aid Society has joined several leading scholarship providers and associated organizations to form the "September 11th Scholarship Alliance." The goal is to provide a "one-stop shop" to simplify the scholarship application process for all children and spouses of those who died or were permanently disabled on 9/11.

To date, the members of the Alliance have raised more than \$90 million, which could help provide college educations to 4,500 students over the next 25 years. The Alliance will serve as an information clearinghouse to help ensure that financial assistance for post-high school education, such as college, university and vocational-technical schools, gets into the hands of victims' families with minimal paperwork and frustration. The average award is expected to be \$9,000 to \$10,000 a year and will depend on need and tuition expense. However, every eligible student will receive at least \$1,000 in aid, regardless of need.

There will be a common registration database and scholarship application form, as well as a toll-free phone number, 1-877-862-0136, for registration. The Citizens' Scholarship Foundation of AmericaSM (CSFA), the nation's largest administrator of scholarship programs, will manage the distribution of

scholarships to applicants on behalf of nearly all Alliance scholarship providers and identify those scholarships for which each applicant is eligible.

To date, information packets have been sent to more than 1,600 families and nearly 1,400 individuals have been officially registered. All eligible families are urged to call the toll-free number to initiate the registration process.

In addition to CAS, Alliance members providing scholarship funding include:

Citigroup Foundation/Citigroup Relief Fund;
Citizens' Scholarship Foundation of AmericaSM/
Families of Freedom Scholarship FundTM;
Institute for International Education/
USFreightways Corporation Fund/911 Armed
Forces Scholarship Fund;
International Youth Foundation/Nokia Education
Fund;
Polo Ralph Lauren Foundation/American Heroes
Fund; and
Power America Fund/Entergy.

Special thanks to Citigroup Foundation President Charles V. Raymond and William Nelsen of the Citizens' Scholarship Foundation of America for their leadership of this outstanding effort. ❖

WTC RELIEF FUND REPORT - APRIL 2002

Non-Profit Org.
U.S. POSTAGE
PAID
THE CHILDREN'S
AID SOCIETY

The Children's Aid Society
105 East 22nd Street, Room 504
New York, New York 10010

