



# WTC RELIEF FUND REPORT

CAS REPORTS ON ITS WORLD TRADE CENTER RELIEF EFFORTS

DECEMBER 2001

## The Children's Aid Society Responds to the World Trade Center Crisis – Healing, Helping and Caring

The Children's Aid Society's quick response on September 11 was a natural extension of our 150-year-old mission to help New York City's children and families in need. Since 9-11 we have reached out to thousands of people directly with short-term emergency relief combined with long-term support services. Right after the attacks, CAS began providing emergency assistance to families in the form of food certificates, clothing, rent and mortgage payments, utility payments and advice, transportation, child care, legal information, health care and counseling.

Due to the generosity of the Children's Miracle Network, we were also able to provide critical asthma medication to our school-based and community center clinics to help children and adults combat the effects of the polluted air following the attack. These medications were also made available to the rescue workers at Ground Zero. To date, we have provided \$3.5 million in cash assistance to affected families, not including provision of vital services. We have redeployed existing staff and added new staff to accommodate the high volume of requests for assistance, as well as to refine the database in which we are storing information about our clients.

### Union Partnerships Extend CAS Efforts

In addition to serving families who came to us initially from our community centers and community schools, referrals from the Red Cross and other helping agencies and word-of-mouth, The Children's Aid Society has formed partnerships with four unions that represent service workers at WTC and environs: Local 32BJ, which represents janitors, office cleaners, elevator starters, etc.; Local 6 of the New York Hotel Trades Council; and Locals 100 and 37 of the Hotel Employees and Restaurant Employees International Union (HERE). Both Local 32BJ and Local 100 lost members in the attacks. All of the unions have lost significant numbers of jobs. CAS has provided over \$1.1 million to date to union members in cash assistance to pay all

sorts of bills, including bridge support until unemployment checks arrive, as well as health insurance enrollment and ongoing counseling. A dozen members of Local 100 recently joined CAS in serving Thanksgiving dinner to hundreds at our annual Milbank feast sponsored by the Food and Beverage Association, and thoroughly enjoyed the evening.

The need for our services has not diminished. In fact, we anticipate that the numbers will continue to grow rapidly. More and more workers and those who have lost loved ones are coming to CAS with financial and other needs through the unions and word of mouth. We turn no one away and have waiting rooms filled with clients.

Some of the donations are meant for long-term assistance, as with Computer Associates' generous donation, which will be used to create a database to track children who lost a parent, to provide tuition for early childhood education, childcare, and after-school programs as well as college and high school scholarships, internships for older children, medical and dental

care, counseling, support services for relatives who become primary caregivers, and to fill other needs.

Donations from corporations, foundations and individual donors for short- and long-term assistance to date total \$8.1 million. In addition to donations for long-term assistance, others are designated for both immediate help as well as the longer term. CAS is able to continue providing cash assistance and support services, plus grief counseling, help for post-traumatic stress disorder, scholarships, etc.

Despite the vast need we already have experienced, CAS is reaching out to help others whose names we have received from various sources. We are helping everyone from service workers to some who most wouldn't think would need help, who find themselves at risk of losing homes in the absence of employment. While CAS staff has responded to the September 11 attack by doing "whatever it takes" for as long as help is needed, we assume that this help, and support to continue these efforts, will be needed for the foreseeable future.

## Corporations and Foundations Sustain CAS Relief Efforts



**Computer Associates President and CEO Sanjay Kumar, New York Governor George Pataki, and Children's Aid Society CEO Philip Coltoff (left to right) at a ceremony commemorating Computer Associates' donation of more than \$3 million for children affected by the World Trade Center disaster to CAS.**

In direct response to the tragedies of September 11, over 40 major corporations, foundations and organizations have given generously to The Children's Aid Society in support of our relief efforts. In total, foundation and corporate donations to date are approaching \$6.3 million. Many corporations have established matching gift programs and the employee response has been extraordinary. Special initiatives include:

- The NY KIN (Kids in Need) Fund was established by Computer Associates (CA), Symbol Technologies and TDK U.S.A. Corporation, and has received substantial support from employees of these companies all over the world. Corporate gifts to the Fund include \$2 million from CA, which is

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also matching employee gifts 2-to-1, and \$1 million from Symbol. Total NY KIN donations and pledges, which already exceed \$3.3 million, are directed to long-term assistance for children who lost a parent on September 11 or whose parent was injured. The Fund will support tuition for early childhood education, childcare, and after-school programs as well as college and high school scholarship, internships for older children, medical and dental care, counseling, and support services for caregivers.

- Exxon Mobil made a \$667,000 gift to CAS and pledged to match employee, retiree, dealer and distributor contributions 3-to-1. Combined, these efforts have raised almost \$2.5 million to date, including pledges.
- Kaplan Inc. and its affiliate, Kaplan Educational Centers, sent an e-mail appeal to all their students and staff following the disaster offering a matching program, and have raised over \$80,000 to date for CAS.
- Immediately following the disaster, The New York Times created its 9/11 Neediest Cases Fund, and identified The Children's Aid Society as one of ten agencies to provide emergency relief. The Fund reimburses the Society for expenses relating to relief efforts, which to date represent nearly \$3 million.
- Fortis Financial decided to forego its staff holiday party this year and instead made a donation of \$100,000 to The Children's Aid Society for relief efforts.
- The German subsidiary of Warner Brothers held a film opening that raised over \$53,000. After September 11, the company decided to donate the proceeds to relief

efforts for children and chose The Children's Aid Society.

- New York City Ballet, and its Ballet Master, Peter Martins, dedicated \$25,000 of the proceeds of its own Opening Night gala fundraiser to support Children's Aid's work with WTC disaster victims.
- Joanne Woodward and Paul Newman sponsored a special performance at the Westport Country Playhouse (CT) that raised over \$67,000 to benefit CAS in its disaster relief work.

Other notable gifts include \$1 million from the Freddie Mac Foundation; \$350,000 from the Robert R. McCormick Tribune Foundation, \$50,000 from Banc One Foundation and \$30,000 for the Unitarian Universalist Service Committee.

This report does not begin to demonstrate the many creative and moving initiatives carried out by individuals, schools, scout troops, churches and self-appointed committees in support of our relief efforts. Everything from T-shirt sales, to teddy bear collections, to read-a-thons, to dance recitals, to a golf tournament have been held to raise money to aid the children and families affected by the disaster. All of these efforts represent genuine concern for the victims of September 11 and a steadfast determination to help. While a considerable portion of funding has already been allocated to direct cash assistance for those affected, we anticipate a long-term need for ongoing services, such as grief and trauma counseling, and we are extremely grateful for the generous support that will enable us to continue this much-needed work. ♥

## Acclaimed WTC Photography Exhibit Supports The Children's Aid Society's Relief Efforts

The powerful show of photographic images of September 11 and its aftermath, entitled "Here Is New York™: A Democracy of Photographs," has gained international acclaim as a living photographic memorial of the events surrounding that fateful day. The creators of the exhibit – which is located on Prince Street in New York City's Soho – selected The Children's Aid Society as the sole beneficiary of this remarkable show. To date, Here Is New York has donated \$400,000 to CAS, which will be used to provide both short- and long-term help to children who were directly affected by the attacks, including grief and bereavement counseling, outreach to additional families, identifying children who need our help and creating a database to help us track children and families who require our assistance now and in the future.

Four friends created the concept for the exhibit: Alice Rose George, a picture editor and curator, Gilles Peress, a photo documentarian, Michael Shulan, writer and owner of 116 Prince Street, and Charles Traub, a photographer and department head at the School of Visual Arts. The goal was to create a forum for photographers to share their images of these tragic, yet historical events, and to help the public both bear witness and promote its own healing. The show has struck a nerve, as evidenced by the hush of the crowds and the lines that stretch around the block to enter the show.

To date, more than 1,100 amateur and professional photographers as well as emergency personnel have loaned over 3,000 images to the cause. Photographs are digitally scanned, printed and displayed anonymously and each costs only \$25.00. The net proceeds from photograph sales are benefiting The Children's Aid Society's World Trade Center relief efforts.

Here Is New York is open Tuesday-Sunday, 11:00 am to 6:00 pm until December 24. For information, visit [www.hereisnewyork.org](http://www.hereisnewyork.org). ♥

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## CAS Broadens Disaster Relief Efforts to Help Victims of AA Plane Crash

Beyond our extensive outreach to families affected by the World Trade Center attack, The Children's Aid Society (CAS) immediately garnered its resources to respond to the emergency needs of families devastated by another major disaster to hit the city – the November 12th crash of American Airlines Flight 587 bound for the Dominican Republic.

Two hundred sixty-five people died in the crash. This dealt a devastating blow to the Dominican communities in New York City, particularly in Washington Heights where a number of children in our area community schools were affected. We have broadened our assistance to help numerous families throughout our locations, including Community School 61 in the Bronx, where one family lost six members. Only a child and father remain.

Due to our strong presence in the Washington Heights community, Children's Aid was able to quickly begin providing emergency financial assistance – using New York Times Neediest Cases monies – in addition to a wide range of mental health and crisis counseling. We will continue to provide ongoing support and assistance to families as needs arise. ♥