

new canaan
CARES

2021 Annual Report

Empowering Youth

Strengthening Families

Building Community

Who We Are and What We Do

Our Mission - New Canaan CARES is an independent, non-profit community organization whose purpose is to advance the health and well-being of youth and families. CARES provides responsive educational programs that support and strengthen parenting skills, positive youth development, and healthy lifestyles – free of charge.

Empowering Youth - We provide single-session and multi-session workshops that provide a platform for empowering youth to meet life's challenges and competence. Part of this programming are leadership training, peer mentoring, and community service opportunities.

Strengthening Families - Our goal is two-fold; 1) to assist parents and caregivers in identifying and resolving parenting challenges of all ages and stages using a variety of approaches they can adapt for their family, and 2) facilitate productive family interactions throughout all of life's challenges.

Building Community - Our responsive, curated, quality programs include national speakers and authors, connect people of all ages from various segments of our community and are open to anyone with an interest. We provide a safe, supportive environment to people to come together and find commonality and understanding.

CARES serves as the state sponsored Local Prevention Council for the Town of New Canaan known as the New Canaan Coalition. The mission of the New Canaan Coalition is the prevention and education of substance use and misuse in our community, with a focus on youth. The Coalition brings together multiple community sectors, which include: health and behavioral healthcare, schools, businesses, local government, youth serving organizations, civic groups, media, law enforcement, the faith community, youth, and parents.

The Fiscal Year 2021-2022 blended the old and the new at New Canaan CARES. Pivoting and adapting are concepts that CARES has been incorporating into its operations for over 40 years, and our ability to be nimble serves us well. Throughout the pandemic, CARES worked to advance our mission while working behind the scenes to improve the organization as well.

Starting in the summer of 2020, the CARES website was redesigned to make it more user friendly with easier access to the information families seek out the most. We continue to improve and update this tool, providing videos of our previous programs and timely information on current topics so one can work through them as a family. At the same time, we began our search for a new Executive Director. Judy Phillips joined the CARES team in September 2020 and jumped right in to guide us through the year and help lay the foundation for our future.

Part of the process of envisioning the future of CARES involved working with Harvard Business School Community Partners to develop an updated strategic plan. The plan outlines specific goals for the next three years, encompassing everything you love about CARES, while setting us on a course to continue to thrive and grow.

The creation of the strategic plan is part of our ongoing efforts to strengthen the CARES organizational structure. Over the last few years, CARES has adjusted the model for our Board of Directors and supporting volunteer base. Our board structure is designed to address four main areas: governance, finance, development, and programs. This summer, we redesigned our Parent Representative model to provide a more streamlined reporting process. These changes allow CARES to focus more intentionally on our mission and devote resources to operationalizing the strategic plan.

While working to strengthen our core, CARES continued to offer responsive, quality programming to the community. We provided a robust slate of programs that reached youth and families of all ages and stages via Zoom. Working virtually allowed CARES to support homes throughout Connecticut, twenty states and four different countries, with 42 programs offered throughout the year.

Our lineup of programs included:

Traditional Programming

Starting the School Year
Transitioning to Kindergarten
Puberty for Both Boys and Girls
Finishing Strong

Addressing Specific COVID Needs

Healthy Emotions in Uncharted Waters
Caring for Ourselves in Chaotic Times
Parenting Quaranteens into Growing Teens
Holiday Guide to COVID

Culturally Relevant Topics

Let's Talk About It: Mental Health
The Social Dilemma
Learning & Leading in a Time of Social Change
Understanding the Terminology of Identity

Local Prevention Council Offerings

Vaping, Did You Know
Teen Decision Making
For All She Knew
Narcans Training

During this unusual time, CARES adapted our signature middle and high school leadership programs to reach 45 students in the spring of 2021. The early release Wednesday provided the perfect time slot to work with our middle school students. Two sections of seventh and eighth graders were provided the opportunity to work together and develop their leadership skills. The lessons were adapted to meet COVID protocols and the students learned firsthand how flexibility is key to effective leadership.

Our high school leadership group rose to the challenge when asked to be creative in implementing the program via Zoom. Each student was required to interview a leader, and some took advantage of the opportunity to work with individuals outside of our community. The Assistant Secretary for Energy Transformation, CEO of the International Council of Shopping Centers and one of the founders of Women in Finance at Yale University were just some of those interviewed by our student leadership candidates this year. We look forward to incorporating some of the lessons learned into future programming.

The 2021-2022 Calendar has already launched. Please visit our website to learn about the programs we are offering. There are many opportunities for you to support CARES. We invite you to join us for an upcoming program, donate to support our programs, and share your thoughts with us via email at caresinfo@newcanaancares.org, or phone (203) 966-7862.

www.NewCanaanCARES.org
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203-966-7862

On the finance side of operations, conservative budgeting and spending, the continued support of our donor base, grantors, and a successful Home Tour allowed New Canaan CARES to trim a projected \$26,000 deficit down to just \$3,700. We operate on a relatively modest budget of just over \$200,000 and continue to maximize our resources by working with as many community partners as possible. Among our partners are New Canaan Health and Human Services, New Canaan Library, New Canaan Community Foundation, The Rowan Center, RAM Council, New Canaan Public Schools, and New Canaan Parent Support Group.

None of what we do would be possible without a dedicated Board of Directors, Advisory Board, Parent Representatives, and Home Tour Committee. We've included a listing of these committed individuals and offer our gratitude for their steadfast support.

Also included is a list of our Home Tour sponsors. This year, in particular, we are incredibly grateful that they chose to stand by the New Canaan CARES Home Tour with all of the uncertainty due to the pandemic. While we don't publicly list the homeowners to protect their privacy, we remain indebted to them for their trust and support of CARES and are humbled by their willingness to open their homes to us.

New Canaan CARES, Inc.			
Budget vs. Actuals: FY_2020-2021 - FY21 P&L			
	Actual	Budget	over Budget
Income			
Annual Appeal	\$ 52,148.26	\$ 45,000.00	\$ 7,148.26
Fundraising	\$ 86,319.02	\$ 72,230.00	\$ 14,089.02
Grants	\$ 61,313.23	\$ 53,653.00	\$ 7,660.23
Interest	\$ 1,750.80	\$ 5,000.00	\$ (3,249.20)
Total Income	\$ 201,531.31	\$ 175,883.00	\$ 25,648.31
Expenses			
Accountant fees	\$ 3,000.00	\$ 2,750.00	\$ 250.00
Administrative Expenses	\$ 31,994.03	\$ 24,675.88	\$ 7,318.15
Fundraising Expenses	\$ 18,910.68	\$ 14,560.00	\$ 4,350.68
Occupancy	\$ 9,976.91	\$ 9,344.00	\$ 632.91
Program	\$ 141,338.79	\$ 169,702.91	\$ (28,364.12)
Total Expenses	\$ 205,220.11	\$ 221,032.49	\$ (15,812.38)
Net Operating Income	\$ (3,688.80)	\$ (45,149.49)	\$ 41,460.69
Other Income			
PPP Loan Proceeds	\$ 26,200.00	\$ -	\$ 26,200.00
Net Income	\$ 22,511.20	\$ (45,145.49)	\$ 67,656.69

New Canaan CARES 28th Annual Home Tour

Media Sponsor

New Canaan Darien + Rowayton Magazine

Architectural Photographer

TKCunningham Photography

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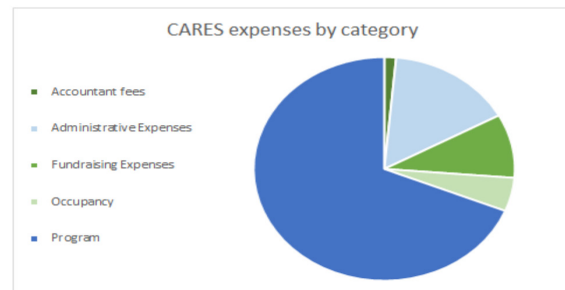
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2021 Home Tour

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