

CHANGE MAKERS



A MESSAGE FROM THE CHILD MIND INSTITUTE

At the Child Mind Institute, we strive every day to address the challenges in mental health care so that all children get the help they need to thrive. In our fourth year of operation, we grew substantially in all parts of our mission — clinical care, research initiatives and outreach to parents, educators and other professionals.

As we review our results, we are more grateful than ever for the generous support we receive from our donors and advocates. These individuals, organizations and businesses are the change makers who make it possible for the Child Mind Institute to do what we do best — treat children with mental illness, accelerate the pace of scientific discovery and dispel the misinformation and stigma that prevent children from getting the help they deserve.

“We dedicate this annual report to all our donors and partners, who make real change possible.”

It is with pleasure and gratitude that we present the Child Mind Institute’s 2013 Annual Report to share key highlights from another year of hard work. We dedicate this report to all our donors and partners, who make real change possible. Thank you for your extraordinary support and interest in our work. We look forward to another great year of meaningful collaborations and important breakthroughs in child mental health.

HAROLD S. KOPLEWICZ, MD

President

BROOKE GARBER NEIDICH

Chair, Board of Directors



1M

people visited childmind.org in FY13 for our **Public Education & Outreach** resources, thanks to support from Bloomingdale's and many others.

Our education and outreach initiatives for children and families in need saw remarkable growth in 2013.

More than 1 million parents, educators and mental health professionals visited Childmind.org last year for reliable, quality information and resources. We added online features, including the popular *Parent's Guide to Getting Good Care* (also available in Spanish). We also continued to engage parents, teachers and communities through our weekly newsletter and reached more people than ever on our social platforms, with average monthly social shares of our online content tripling.

[Speak Up for Kids](#) engaged 75 partners and produced 16 webcasts that included Dr. Tom Insel (Director, NIMH), Dr. Nora Volkow (Director, NIDA) and Sesame Workshop. Over 200,000 people participated by tuning in, hosting events, sharing resources and posting on social media. The campaign generated 650 million media impressions — from Van Wagner billboards in Times Square to media coverage in outlets like *Parade* and *The Huffington Post*.

Partnering with Bloomingdale's: Bears, Books and Benefits

As our founding corporate sponsor, Bloomingdale's has helped raise essential financial support for the organization as well as the priceless gift of public awareness. In 2013, Bloomingdale's partnered with celebrities, designers and others to support the Child Mind Institute. Sales of the Child Mind Institute Holiday Bear, featuring Kelly Ripa in promotional materials, along with sales of limited-edition Christopher Radko ornaments, designed by Meryl Streep, Cyndi Lauper, Brooklyn Decker, Matt Lauer and others, raised funds and awareness. A Charitybuzz Holiday Auction and other Bloomingdale's-hosted events also supported our efforts.

In addition, Tony Spring, Bloomingdale's Chairman and CEO, Anne Keating, Senior Vice President of Public Relations, Special Events & Corporate Philanthropy, and the entire Marketing and Public Relations team have helped the Child Mind Institute forge a partnership with such highly respected companies as Hunter, Magaschoni, Alex & Ani, and Michael Aram.

"The partnership with Bloomingdale's was instrumental in the Child Mind Institute's early success and continues to be essential for our future," says Harold S. Koplewicz, MD. "The cause-marketing initiatives they have arranged on our behalf have been phenomenal."



\$100,000: Amount raised through Bloomingdale's cause-marketing efforts



4,000

Clinical Care appointments covered by \$1.1 million in financial aid with support from Lisa Domenico Brooke and others.

Informed by the latest research, our robust clinical program is improving diagnostics and treatment, innovating new approaches to help children succeed at home and in school.

Since 2010, our clinicians have treated close to 3,500 patients from 36 states and 16 countries, with an increase in new-patient appointments each year since our founding. In 2013, nearly 100 children participated in our unique treatment programs — Summer Scribblers, Brave Buddies and Fearless Friends.

In addition, our Stress & Resilience Program provided training, intervention services and resources to educators and parents from over 150 NYC schools, and our Financial Aid Program provided \$1.1 million to hundreds of families in need.

Robin Hood Relief Fund

In the wake of Hurricane Sandy, the Robin Hood Foundation **donated \$250,000** to CMI to help address the mental health needs of students in areas of New York City hardest hit by the storm. Beginning in November 2012, our clinicians shared resources and expertise with educators and parents from **158 public schools** across New York City, impacting thousands of students who had experienced displacement or lost their home or a loved one. The **CMI Recovery Guide: Helping Children Cope After a Natural Disaster** was widely distributed, and our teams trained parents, school social workers and others in impacted areas to understand and respond to trauma reactions.

92% of workshop participants were able to identify ways to help their children cope, seek resources and respond in the aftermath of the storm



Dr. Jamie Howard leads a workshop with 8th graders on how to cope in the aftermath of Sandy (Beth Fertig/WNYC)

CMI Cares Fund

Lisa Domenico Brooke and her family traveled from Portland, Oregon, to the Child Mind Institute to get care for her son, James. She could have simply been grateful for the care and returned home. Instead, she wanted to help make high-quality care accessible to other families living outside New York. Her **gift to start the CMI Cares Fund** now makes it possible for eligible families to come to the Child Mind Institute for critical care by helping defray the cost of travel and lodging. Today, Lisa invites families to lend their support to the Fund. In 2014, every dollar raised for the Fund will be matched up to \$50,000.

“This Fund assists out-of-town families who need help. I am honored to support this Fund and hope others will share my enthusiasm.”

— Lisa Domenico Brooke





2,500

cities where researchers accessed 10,000 brain scans through **Science & Innovation** initiatives, supported by our Science Campaign Cabinet and others.

Our aim is to change the way the world understands childhood psychiatric and learning disorders — and how children everywhere are diagnosed and treated.

The Child Mind Institute neuroscience program is working to discover the biological basis of mental illness. We are taking a Big Data/Open Science approach that is changing psychiatric research and leading to significant breakthroughs. Our Healthy Brain Network will offer unprecedented access to comprehensive data on the developing minds of children to the best researchers worldwide — all for free.

“We have the vision, the scientific building blocks and the will,” says Dr. Michael Milham, director of the Child Mind Institute Center for the Developing Brain. “What we need now is community-wide support.”

The Science Campaign Cabinet

To realize the remarkable promise of the Healthy Brain Network, the Child Mind Institute formed the Science Campaign Cabinet in 2013. Composed of a distinguished group of volunteer leaders — Sarah and Geoff Gund, Joe Healey, John Phelan, and Randy Cōwen — the Cabinet brings rich experience to the critical task of translating a highly technical endeavor into terms that will resonate with parents and generate support among potential investors.

“This is a particularly good investment because it can make a large impact,” says CMI Board member Joe Healey, who joined the Cabinet in 2013. “The Healthy Brain Network is going to radically change children’s lives. I’m really glad to be a part of that.”

Fellow Cabinet members Sarah and Geoff Gund add: “We believe that real science can give us real hope – and lift the feelings of guilt many parents of children with mental health issues feel. CMI is leading the way on finding biological markers for mental illness and we are deeply committed to supporting this work.”

74: countries from which researchers accessed our data
250: articles published from our Open Science initiatives



Left to Right: Dr. Michael Milham and Dr. Jasmine Escalera of CMI’s Science Team, Geoff Gund, Sarah Gund, Randy Cōwen, and Dr. Harold Koplewicz. Not pictured: Joe Healey and John Phelan

Peter Brant and Stephanie Seymour: Great Art for Great Science

Recognizing the importance of science and innovation for future progress, in February 2013, Peter Brant, Stephanie Seymour, Brooke Garber Neidich, Daniel Neidich and the Child Mind Institute Board joined together for an extraordinary [auction](#). Held at Sotheby's and curated by the Brants, the evening sold 22 works by renowned contemporary artists and raised more than \$2 million for the CMI Healthy Brain Network.

"We are deeply indebted to Peter and Stephanie for galvanizing the art community to support the Healthy Brain Network and the Child Mind Institute," said Harold S. Koplewicz, MD. "This auction will support the science that is leading us to better treatments for — and eventually prevention of — of childhood psychiatric and learning disorders."

"Art and science have much in common — the process of trial and error in search of breakthroughs. We are grateful to the artists who donated work to this important cause and to Sotheby's for hosting this event." — Peter Brant



Left to Right: Dr. Harold Koplewicz, Brooke Garber Neidich, Stephanie Seymour, Peter Brant

FINANCIAL STATEMENTS

Statement of Financial Position

Child Mind Institute, Inc. and Child Mind Medical Practice, PLLC Condensed Financial Information for the years ended September 30, 2013 and 2012.

2013	Child Mind Institute, Inc.	Child Mind Medical Practice, PLLC	Total
Assets	\$16,714,595	\$1,124,852	\$17,839,447
Liabilities	\$1,947,032	\$3,060,209	\$5,007,241
Net Assets	\$14,767,563	\$(1,935,357)	\$12,832,206
Total Liabilities and Net Assets	\$16,714,595	\$1,124,852	\$17,839,447

2012*	Child Mind Institute, Inc.	Child Mind Medical Practice, PLLC	Total
Assets	\$13,612,923	\$826,042	\$14,438,965
Liabilities	\$2,644,967	\$1,572,043	\$4,217,010
Net Assets	\$10,967,956	\$(746,001)	\$10,221,955
Total Liabilities and Net Assets	\$13,612,923	\$826,042	\$14,438,965

The Child Mind Institute, Inc. and the Child Mind Medical Practice, PLLC have been audited for the year ended September 30, 2013 and 2012 by Eisner Amper LLP and Marks, Paneth and Shron LLP, respectively. The Audited Financial Statements can be provided upon request.

Statement of Activities

2013	Child Mind Institute, Inc.	Child Mind Medical Practice, PLLC	Total
Revenue			
Foundation, Corporations, and Individuals	\$7,063,478	\$ —	\$7,063,478
Special Event Revenue	\$5,830,996	\$ —	\$5,830,996
Patient Service Revenue	\$ —	\$7,622,006	\$7,622,006
Other Revenue	\$148,734	\$225,822	\$374,556
Total Revenue	\$13,043,208	\$7,847,828	\$20,891,036
Expenses			
Program Activities	\$5,574,565	\$6,097,763	\$11,672,328
Supporting Services	\$3,669,036	\$2,931,826	\$6,600,862
Total Expenses	\$9,243,601	\$9,029,589	\$18,273,190
Change in Net Assets	\$3,799,607	\$(1,181,761)	\$2,617,846
Income Tax (Benefit)	\$ —	\$7,595	\$7,595
Net Assets at Beginning of Year	\$10,967,956	\$(746,001)	\$10,221,955
Net Assets at End of Year	\$14,767,563	\$(1,935,357)	\$ 12,832,206

Statement of Activities (continued)

2012*	Child Mind Institute, Inc.	Child Mind Medical Practice, PLLC	Total
Revenue			
Foundation, Corporations, and Individuals	\$4,874,583	\$ —	\$4,874,583
Special Event Revenue	\$4,715,001	\$ —	\$4,715,001
Patient Service Revenue	\$ —	\$6,150,936	\$6,150,936
Other Revenue	\$20,255	\$216,600	\$236,855
Total Revenue	\$9,609,839	\$6,367,536	\$15,977,375
Expenses			
Program Activities	\$4,114,994	\$4,681,764	\$8,796,758
Supporting Services	\$3,281,837	\$1,854,308	\$5,136,145
Total Expenses	\$7,396,831	\$6,536,072	\$13,932,903
Change in Net Assets	\$2,213,008	\$(168,536)	\$2,044,472
Income Tax (Benefit)		\$7,595	\$7,595
Net Assets at Beginning of Year	\$8,754,948	\$(569,870)	\$8,185,078
Net Assets at End of Year	\$10,967,956	\$(746,001)	\$10,221,955

*2012 Balances were reinstated

CHANGE MAKERS

The passion and commitment of our donors allows us to serve children and families with education that empowers, care that changes lives and science that breaks new ground. The donors below are change makers in the truest sense. Together, we are transforming mental health care for children everywhere.

Linnea Roberts + Family



In 2013, CMI's Board member Linnea Roberts and her family founded the Ellen Wiesenthal Teacher Initiative with a \$1 million donation. Named for her former mother-in-law (with whom Ms. Roberts remains close), the Initiative trains teachers to address mental health challenges that arise in the classroom. "When we think about kids and the support they need, it's really that unconditional love that every kid needs. I've had that from her," says Ms. Roberts of Ms. Wiesenthal. "She gives that to her four grandchildren in such a big way."

India's Fund/Valerie Mnuchin



At CMI's first benefit gala, India, daughter of CMI Board member Valerie Mnuchin, spoke of her challenge overcoming separation anxiety disorder — and brought the crowd to their feet. In a spontaneous act, the evening's auctioneer announced India's Fund and invited all present to make a contribution. Inspired by this unprecedented turn of events, India's family offered to match every dollar raised — and they continue to generously do so today, providing essential funds to families in need of care.

As of October 1, 2012 – September 30, 2013

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Raphael De Niro
Amy Devlin
Feroz Dewan
Nadine Cohen and Steven Dickstein
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Krishna Kandarpa	Renee and Kurt Lichtman
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Anonymous (17)

