

NORTH SHORE
CHILD & FAMILY
GUIDANCE CENTER
2020
ANNUAL
REPORT



NORTH SHORE CHILD & FAMILY



GUIDANCE CENTER

About North Shore Child & Family Guidance Center

As the preeminent not-for-profit children's mental health agency on Long Island, North Shore Child & Family Guidance Center is dedicated to restoring and strengthening the emotional well-being of children (from birth – age 24) and their families. Our highly trained staff of psychiatrists, psychologists, social workers, vocational rehabilitation counselors and other mental health professionals lead the way in diagnosis, treatment, prevention, training, parent education, research and advocacy. The Guidance Center helps children and families address issues such as depression and anxiety; developmental delays; bullying; teen pregnancy; sexual abuse; teen drug and alcohol abuse; and family crises stemming from illness, death, trauma and divorce.

For more than 65 years, the Guidance Center has been a place of hope and healing, providing innovative and compassionate treatment to all who enter our doors, regardless of their ability to pay.

For more information about the Guidance Center, visit www.northshorechildguidance.org or call (516) 626-1971.

Board of Directors

President

Paul Vitale

Past President

Nancy Lane

Vice Presidents

Amy Cantor

Jo-Ellen Hazan

Andrea Leeds

Carol Marcell

Secretary

Ruth Fortunoff Cooper

Treasurer

Michael Mondello

Members

Marilyn Albanese

Angela S. Anton

Rita Castagna

Josephine Ewing

Jeffrey Greenblatt

Rosemarie Klipper

Seth Kupferberg

Tracey Kupferberg

Andrew Marcell

Daniel Oliver

Heather Schwartz

Alexis Siegel

Troy Slade

Jacklyn A. Zitelli

Honorary Board Members

Susan Isaacs

Lilo Leeds*

Nancy Marks

Mary Tyler Moore*

* Deceased



From Our Board President

I wanted to extend my gratitude to all of you who supported the Guidance Center's mission during this unprecedented time in our country's history. Our work was—and continues to be—more important than ever.

All of us on the Board of Directors and staff are also profoundly grateful to our Executive Director, Andrew Malekoff, who has served the organization with wisdom, grace and compassion for 45 years. Andy will be sorely missed and we wish him well in this next phase of his life, but he leaves the Guidance Center on strong, solid ground. Our clients, community and supporters can count on us to remain the leading children's mental health agency on Long Island well into the future.

Paul Vitale

A Message From The Executive Director / CEO



This will be my final Annual Report message after serving as Executive Director and CEO for the last 15 years. I know it may sound clichéd, but I truly cannot believe how quickly the time has gone by, especially since the first few years were so challenging that it felt like an eternity.

From the beginning of my tenure in the leadership role, the Guidance Center, along with most nonprofit mental health agencies, was facing enormous fiscal challenges. The great recession of 2008 hit at the same time that the New York State Office of Mental Health restructured the way it financed community-based organizations by reducing certain funding for Medicaid visits. Fortunately, we were not totally reliant on Medicaid as were many others.

The result: In the years that followed, many mental health organizations either folded or changed the way they operated. Among those that closed

was one of the largest human services providers in New York: FECS, with an annual budget of about \$250 million. Some agencies with long histories on Long Island were taken over by larger entities. Other organizations moved to a fee-for-service model in which they hired direct service staff on an hourly basis to avoid paying costly benefits such as health insurance and pensions. It was a grim time.

While I initially felt that we were in the same boat with the other agencies on Long Island, all of that changed one December morning in 2008 when I received a phone call that the wealth management arm of Bernie Madoff's business, where our endowment was invested, had been engaged in an elaborate multi-billion-dollar Ponzi scheme.

Under the leadership of then-Board President Jo-Ellen Hazan, coupled with the staunch backing of our Board of Directors and understanding and generosity of our community supporters, we gradually crawled out from under the multiple fiscal challenges we faced, including what many consider to be the greatest financial disaster in U.S. history, perpetrated by Madoff.

In the meantime, our dedicated staff continued with the daily work of providing mental health care for children and families as the proportion of emergency calls we received was

steadily rising. We organized our services to provide a rapid response (within 24 to 48 hours for emergencies) and no waiting list. This was and continues to be unprecedented.

Once we surmounted the fiscal disaster, the Guidance Center and time started to fly. It carried us through Superstorm Sandy when, as during 9/11, we became Federal Emergency Management Agency (FEMA) responders. And, as I write this, we are in the midst of a once-in-a-century health disaster, the COVID-19 pandemic, which has consumed us for more than a year.

There is too much more to say and too little space to say it. So, suffice it to say that for 45 years, the Guidance Center has been my life. I cannot imagine my world without it. However, it is now my time to move on.

In closing, I want to thank the children and families who have had the courage to walk through our doors. I know how hard that was for you to do. If I can be remembered for nothing more than the fact that I contributed to sustaining a welcoming and professional environment for all of those who needed us, that is quite good enough for me.


Andrew Malekoff
Executive Director / CEO

HONORS FOR OUR EXECUTIVE DIRECTOR

In 2020 and early 2021, Andrew Malekoff was honored for his work by several organizations:



Blank Slate Media's Top Business Leader in Nassau County, NY.



The New York State Senate

New York State Senate honor for a lifetime of dedication to children's mental health care.



Long Island Business News 2020 Power 30 Healthcare: The 30 Most Powerful People in Long Island Healthcare.



Columbia High School Athletic Hall of Fame, Maplewood, NJ.

A Year That Changed Everything: Our Response to the Pandemic



In our nearly seven decades of serving children and families in our local communities, North Shore Child & Family Guidance Center has provided hope and healing in the midst of many tragedies, including the attacks of 9/11, Superstorm Sandy, the Long Island Railroad massacre and others. But 2020 brought challenges that no one ever anticipated.

On March 17, 2020, the reality of the COVID-19 pandemic hit home for all of us. Several staff members came down with coronavirus, a devastating disease that, as of this writing, has taken more than a half-million lives in the U.S. alone. For the first time in our history, we closed our three buildings: our main headquarters, Whispered Wishes, in Roslyn Heights; the Leeds Place—Serving Young People in Westbury; and the Marks Family Right from the Start 0-3+ Center in Manhasset. The safety of our clients, supporters and staff was our highest priority, as it remains to this day.

But despite the closings, our vital work didn't miss a beat. Within a few short days of the shutdown, we made a smooth transition to telehealth, seeing clients remotely by video and phone. We reopened our Roslyn Heights headquarters less than two weeks after its initial closing, with limited staff on site to handle the daily business that it takes to run an agency of our size.

In the months that followed, most of our clinical staff worked from home, calling on their clients to see how they were managing during the upheaval and to schedule telehealth appointments. Eventually, our school-based workers and family peer support workers returned to their onsite work, despite the risks to their own health. And, when deemed essential, our therapists met with clients at our office in Roslyn Heights.

One of our core principles is to make sure that our clients receive timely, high-quality mental health care, and the pandemic was not going to deter us from our mission. We are so grateful for the support of our Board of Directors and generous donors, who make our work possible every day.

The Mental Health Crisis for Kids

While the virus was challenging for everyone, the mental health impacts of the pandemic were especially difficult for children and teens, whose daily routines of school, play dates, sports, extracurricular activities and socializing with friends were suddenly upended. These are formative years in their lives, and losing milestone events such as graduations, birthday parties and proms, along with the simple interactions of life that we sometimes take for granted, was particularly traumatic.

For young people who were already experiencing issues such as depression, anxiety, suicidal thoughts or substance use, the virus exacerbated their symptoms, and they needed our help more than ever. We also had new clients reach out to us: children, teens and families who, due to the fear and uncertainty brought on by COVID-19, were struggling. And hospitals turned to us in greater numbers than ever before, referring clients from the emergency room or those who had recently been receiving in-patient psychiatric care. Sadly, we were also called upon to offer bereavement counseling for those who had lost loved ones to the virus.



Not only were they experiencing deep grief, but many of the rituals that help us through these losses, such as wakes, funerals and shivas, were unavailable. We stood with these families through these dark and difficult days, as has been our commitment throughout our long history.



Meeting the Challenge

The Guidance Center's move from in-person to virtual practice made a powerful difference for the families who count on us to provide essential mental health services during difficult times. Parents and their children expressed gratitude for the continuity and for knowing that we had not abandoned them.

Although we missed seeing our clients face to face, we made the best out of the evolving situation. As one of our therapists reported, technology paradoxically created a new kind of intimacy: "Using video conferencing sessions to navigate family therapy has allowed me to remain connected with the family while working with them virtually to discuss ways they can practice and implement better communication skills," she said.

Technology also enabled us to create new ways of helping our clients. Starting in May 2020, we began a series of webinars called "Guidance Center Perspectives on Pandemic 2020," hosted by our Executive Director Andrew Malekoff, to help families cope with the stresses brought on by the crisis. Therapists from the Guidance Center, along with medical doctors and experts in everything from bereavement to mindfulness-based stress reduction, took part in these well-attended events. We are grateful to all of the professionals who shared their expertise with us.

In response to the epidemic of violence and harassment against the Asian-American community, we held a webinar seen in locations around the globe called "Anti-Asian Bias: What Parents Need to Know." This special event was the result of a call from the Great Neck Chinese Association, whose leaders requested our assistance in helping their community respond to the wave of hatred faced by their children and themselves. We are grateful that they placed

their trust in us, and we continue our efforts to support any children and families facing bullying or discrimination of any kind, whether based on race, gender, sexual orientation or any other factor.

Technology also allowed us to provide desperately needed support and advice to parents who were struggling to navigate their lives during the pandemic. We began a six-week series of free online parent support groups, during which our therapists provided guidance on issues ranging from helping children with remote schooling to establishing a self-care practice for parents. One told us that the group provided much-needed companionship in a very isolating time. We are proud to stand with the families we serve through any crisis, whether a personal concern or a global catastrophe.

Our Supporters Come Through!

The COVID-19 pandemic forced the cancellation of many of our major fundraising events in 2020, including our biggest, the Celestial Soirée. But through the dedication of honorees and Board Members Seth and Tracey Kupferberg, we overcame the challenge! In what was dubbed "Compassion Counts: The Kupferberg Match," the couple offered a \$100,000 matching grant, so all donations up to that amount were doubled. Because of generous donors like you, we not only met the match, we exceeded it, raising more than \$225,000!

Our supporters, board members and staff all answered the call during what has been one of the most difficult periods in our agency's history, as it has been for our country and the entire world. As we continue to navigate the new reality brought on by the pandemic, we are grateful to all of you who support us year-round! Through all the challenges, you have stood by us and your community. Thank you for all you do.



Our Programs & Services

Mental Health Services

Each of the Guidance Center's three sites offers mental health services for children from birth through 24 and their families. The first step is a comprehensive evaluation, followed by an individually tailored treatment plan that may include any combination of individual, family and group therapy, and, when indicated, medication management with a psychiatrist.

Substance Use Treatment Services

Drug and alcohol treatment and prevention services are provided for children, teens and their families at the Guidance Center's Leeds Place in Westbury. Substance use treatment services include counseling youths who are alcohol and drug users, children who live in families with a parent who is suffering from alcoholism or drug addiction and youths who have co-occurring chemical dependency and mental health problems. Prevention services are offered to the local school district.

Triage and Emergency Unit

The Fay J. Lindner Foundation Triage and Emergency Services offer a rapid response to psychiatric emergencies—a sudden set of circumstances in which there is an impending risk of danger to the child or adolescent such as risk of suicide, risk of physical harm to others, a state of seriously impaired judgment in which the child is endangered, and situations of risk to a defenseless victim involving abuse, neglect or exposure to domestic violence. Our goal is to strengthen, stabilize and support.



Early Childhood Services

The Marks Family Right from the Start 0-3 + Center (RFTS) in Manhasset offers parent education, therapeutic and support services for young children and their families, as well as pre-school evaluations. RFTS is the "umbrella" for early childhood services that also include:

CAREGIVER GRANDPARENT RESPITE AND SUPPORT PROGRAM (C-GRASP)

Support and education for grandparents who are the primary caregivers of their young grandchildren.

CHANGING FAMILIES – For young children witnessing the often painful and acrimonious dynamics of divorce.

CHILDREN'S CENTER AT NASSAU COUNTY FAMILY COURT

– A safe and enriching environment on site at Nassau County Family Court for children 6 weeks to 12 years old while their parents are involved in court business.

GASAK (GRANDPARENT ADVOCATES SUPPORTING AUTISTIC KIDS)

– Monthly meeting of grandparents to support, inform and advocate for families with autistic children.

DIANE GOLDBERG MATERNAL DEPRESSION PROGRAM

– Rapid response and diagnosis for mothers suffering from maternal postpartum depression and other perinatal mood and anxiety disorders.

GOOD BEGINNINGS FOR BABIES (GBB) – Support, counseling, advocacy and education for pregnant and parenting teens at the Leeds Place, our Westbury branch office. GBB works to promote healthier pregnancies, healthier babies and happier relationships between parent and child.

FRIENDS OF NANCY MARKS NATURE NURSERY – A thoughtfully designed garden area for children. There are several hands-on stations and activities for young children and their parents to experience nature through their senses.

Bereavement and Trauma Services

The Lucille and Martin E. Kantor Bereavement and Trauma Center in Roslyn Heights offers assistance to children, youths and their families during times of grief and trauma, including parents of murder victims and other homicide survivors (POMV). Mental health assessments and ongoing care is offered for children who are abuse survivors or have witnessed violence through the Renée and Robert Rimsky Abuse Prevention and Treatment Services.

Diagnostic Services/Learning to Learn

The Guidance Center offers comprehensive diagnostic assessments by highly qualified teams of caring psychiatrists, psychiatric nurses, psychologists, social workers, mental health counselors and drug and alcohol counselors with special expertise in diagnosing and treating children. Our Learning to Learn Center offers specialized screening, diagnosis and tutoring for children suspected of having learning issues, attention deficit problems and developmental disabilities.

Intensive Child and Family Services

This cluster of services is aimed at children and teens with serious emotional disturbances and their families, offering care coordination, crisis intervention in the home, case management and skills-in-living training. Teams of social workers, psychiatrists and parent advocates work collaboratively to preserve families and prevent institutionalization through an intensive response, often in the home environment. This cluster includes:

CLINICAL CARE COORDINATION TEAM (CCCT) – Provides home-based clinical services for troubled children and teens. The program serves children ages 5-18 who have either refused to go to therapy or have other issues that prevent them from coming in. CCCT provides in-home individual and family therapy, as well as psychiatric consultation, evaluation and monitoring.

COORDINATED CHILDREN'S SERVICES INITIATIVE (CCSI) – Coordinates services among multiple systems to prevent children from falling through the cracks. The program works directly with youth who are served in multiple systems and are at risk of placement in one of those systems (i.e., hospital or residential program).

FAMILY PEER SUPPORT SERVICES – Provides parent-to-parent support both individually and/or in groups to families who have children experiencing social, emotional and/or behavioral challenges in their home, school or community.

INTENSIVE SUPPORT PROGRAM (ISP) – Offers intensive mental health services on-site at three Nassau B.O.C.E.S. schools for children, ages 5-21, and their families from all 56 Nassau County school districts. A collaborative program developed by Nassau B.O.C.E.S. and the Guidance Center, ISP provides a therapeutic and nurturing alternative for children with emotional difficulties who feel overwhelmed in regular school.

LATINA GIRLS PROJECT – Offers bilingual and bicultural mental health counseling, group meetings and outings for adolescent girls suffering from depression. The Latina Girls Project was created to respond to the alarming rate of depression, school refusal, self-harm, sexual abuse, suicidal ideation and attempted suicides by young Hispanic girls, ages 12-16.



ORGANIC GARDEN PROGRAM – Consists of two organic gardens, one at our Roslyn Heights headquarters and the other at The Marks Family Right From the Start 0-3+ Center. The gardens enable technology-engrossed children to unplug and appreciate nature.

WILDERNESS RESPITE PROGRAM – Offers groups for youth at risk that emphasize outdoor activities as a gateway to mastery of social skills and youth empowerment. By participating in nature activities such as hikes and gardening, the teens learn skills such

as individual growth, leadership, self-esteem and improved communication.

Training and Consultation

The Guidance Center provides community workshops, forums and trainings for parents and professionals on a broad range of subjects dealing with children and families. Topics include a training series for professionals on planning for successful

The Douglas S. Feldman Suicide Prevention Project



In September 2020, the Guidance Center launched one of our most important programs to date: The Douglas S. Feldman Suicide Prevention Project, an expansive initiative to tackle the epidemic of suicide among young people. With the Douglas S. Feldman Suicide Prevention Project, the Guidance Center will address high-risk cases with a thorough evaluation for suicide risk; multiple sessions of individual, group and family therapy each week; and an individualized treatment plan that focuses on safety strategies and healthy coping skills. We offer services that will decrease the prevalence of suicidal thinking and actions in our children and teens through education forums, both face-to-face and with webinars. In addition, we will be launching a suicide survivors' support group for those who suffer this tragic loss.

groups; Latina Girls at risk for suicide and other self-harming behaviors; child and adolescent psychiatry for non-MDs; and differential diagnosis of ADHD in school-aged children.

Research and Advocacy

In 2020, the Guidance Center continued to fight for equitable care for all who experience mental health and substance use challenges. We also continued advocating for equity in black maternal healthcare for mothers and infants through our Hofstra partnership in the Birth Justice Warriors. We played an advocacy role in obtaining COVID-related services, including medical, food, housing, employment and more, for clients and their families, especially those in areas most impacted by the pandemic. In addition, we began a new research project with Columbia University/New York State Psychiatric Institute and Telesage Inc. with the goal of analyzing data on depression, anxiety and other mental health issues gleaned from a computerized interview with youth from ages 10 to 19 and their parents. In the future, this interview will be used in studies in other settings such as doctors' offices.

In The News

In 2020, the Guidance Center was featured prominently in the media.

National and local media turned to the Guidance Center for insights into the world of children's mental health during this unprecedented year.



Channel 7 Eyewitness News reporter Stacey Sager interviewed Regina Barros-Rivera on how to help kids manage during the pandemic.



Andrew Malekoff was a featured guest as News 12 Long Island's Stone Grissom reported on the impact of COVID-19 on children's mental health.



Long Island Business News quoted Malekoff in two cover stories: "The Nonprofit Scramble" and "Corporate Giving Still Vital in the Time of COVID."

Malekoff was one of the honorees in LIBN's "Power 30 in Healthcare."

Barros-Rivera was featured in a live webinar covering COVID'S effects on mental health.

Jenna Kern-Rugile, Director of Communications, wrote a COVID-related column in LIBN called "Give Yourself – and Your Kids – a Break."



Parenting Plus, the long-running Anton column written by Malekoff, spoke to a host of issues, including the importance of telehealth.

Anton also covered our February 2020 Trivia Night; the donation of air conditioners to some of our C-GRASP families by our dedicated supporters from Alpha Kappa Alpha Sorority's Pi Pi Omega chapter; and the launch of our Douglas S. Feldman Suicide Prevention Project.



WCWP Radio's Taking Care of Business spoke with Elissa Smilowitz to share advice on how to help kids handle anxiety, boredom and fear brought on by the pandemic.



The Guidance Center was featured in several Newsday stories, including "Helping Your Teen Through Back-to-School Social Challenges," "The Lingering Malaise of COVID-19: Need for Mental Health Has Grown," "The Psychology of Isolation" and "13-Year-Old Holds Exercise Class to Benefit Kids' Mental Health (pictured)."

Malekoff wrote of the tragic child abuse and death of eight-year-old Long Islander Thomas Valva.



NAMI NYS interviewed Malekoff for his expertise on helping kids and families cope with the stresses of the pandemic.



In his Kids First column, Malekoff wrote about a variety of issues, including the terrible toll the coronavirus was taking on the mental well-being of children and families.

In October 2020, Blank Slate also launched a new column, Ask the Guidance Center Experts, tackling everything from suicidal thinking to eating disorders and much more.

Blank Slate also covered our new program, the Douglas S. Feldman Suicide Prevention Project.



The local TV station ran our webinar "Anti-Asian Bias: What Parents Need to Know" several times in the fall.



Vanessa McMullan was the featured speaker discussing postpartum depression and other perinatal mood and anxiety disorders in this well-attended webinar.

Letters

To my son's therapist,

I am writing this letter to let you know how much we have appreciated the help provided by North Shore Child & Family Guidance Center during this very difficult time. Our son was a sixth grader and was settling in very nicely until the coronavirus struck. Our therapist has been very generous with her time and has helped us navigate our way with the added anxiety created by this virus. We feel lucky to have had her guidance. Thank you for providing such a great service, and stay well."

– Mom of Middle Schooler



North Shore Child & Family Guidance Center can be summed up in a few words: professional, warm, committed and dedicated. I had an absolutely wonderful experience with the staff, therapist and psychiatrist as they gently bring you into the Guidance Center and nurture you all the way to the end.

I really appreciate that they welcome women in all stages of motherhood from prenatal to postpartum as I had so much need for assistance during these times. In particular, my therapist was an extremely great listener; she provided invaluable insight and always had practical tools that I could use day-to-day to help deal with stressors.

I can't say enough about how amazing my experience was at the Guidance Center! Thanks so much to you all for picking me back up and helping me to thrive again."

– Maternal Depression Program Client



Dear Guidance Center,

I have been dealing with one of your wonderful therapists for about a month, and he has come to my rescue several times. He has had me on the phone while we contacted people when my grandchild needed help. We were at the local children's hospital and our therapist called to see how it was going AND asked me to call when I knew something even though it was after hours. He has said we can call at any time.

I was having trouble getting my grandson's prescription filled and his therapist went above and beyond to get it done for me. I was beside myself thinking this child wouldn't have the necessary medicine.

Your therapist knows his stuff and never makes me feel like I am bothering him or being a pain. I cannot say enough how much he has helped me and my family. He is always courteous, friendly and professional, and it's very hard to do all three at the same time." – Grateful Grandparent



Dear Guidance Center staff,

I wanted to take a moment to communicate how absolutely amazing the Pandemic Parent Support Group has been. What started out as a wonderful opportunity with parents of similar-age kids turned into such a magical bonding and loving environment. My isolation and anxiety were calmed, and it gave me strength during very challenging moments. I am forever grateful!"

– Pandemic Parent

Success Stories

Suicidal Teen Makes Turnaround

Jane, 17, had been hospitalized several times for suicide attempts, self-injury and trauma, and she had struggled to find the proper medication regiment. The COVID-19 pandemic made Jane feel worse than ever, and she had regressed to a point where she was no longer functioning. She gained 60 pounds, refused to get out of bed or attend any of her virtual classes and cut off connections with her peers. She told her parents that she lost her will to live.

Through virtual teletherapy in our high-risk Triage & Emergency program, Jane worked on improving her coping and communication skills. She attended individual, family and group therapy appointments, as well as medication management sessions.

She lost a healthy amount of weight, started speaking with her friends again and began attending her classes. The best news: She has been accepted into her dream college and has hope for her future, something she shares never having had before!



Sad Mom Finds She's Not Alone

Sharon came to the Guidance Center in the early stages of her pregnancy with her second child. Despite wanting another baby, she became overwhelmed with the idea that it was a mistake.

In her seventh month, the pandemic started. Sharon's anxiety increased as she helplessly watched the changing regulations and protocols, frustrated that her doctors couldn't tell her what to expect when she went to deliver. She was worried about being away from her three-year-old daughter, which she'd never done before, and stressed about the possibility that her husband would contract COVID-19 and be unable to be with her while giving birth.

Fortunately, Sharon delivered a healthy baby boy with her husband by her side. But she remained extremely anxious about COVID-19 exposure when she returned home, since her husband is a first responder. She limited family members from coming over for safety reasons, but this also meant she had less physical support during this time.

Sharon also faced challenges with feeding the baby and getting him on a healthy sleep routine. She repeatedly stated she was a bad mother and felt that everything was her fault. This was exacerbated by her toddler's acting out in reaction to her new sibling.

Through treatment at our Diane Goldberg Maternal Depression Program, Sharon started to trust herself and build her confidence as a mother. She got her son on a consistent sleep schedule and worked in therapy on how to respond to her daughter's needs, as well as her own. She was able to advocate for herself at work and home, identifying what she needed to feel and function better. She ended treatment in early 2021, reporting pride in the relationship that she's developed with her son.



First Grader Recovers from Trauma

After experiencing the death of a family member, six-year-old Adam developed severe separation anxiety that was impacting his entire life, making it difficult for him to function in school and social settings. His family, desperate to find help, reached out to the Guidance Center, which has therapists specifically trained in working with young children who have experienced trauma.

Adam and his family consistently participated in family sessions at the Guidance Center's Marks Family Right from the Start 0-3+ Center for seven months. Through a variety of therapeutic methods using music, art, games and other age-appropriate tools, Adam learned how to identify the triggers to his anxiety and developed coping skills. Adam's parents were an integral part of the therapy sessions. They learned when to prompt him to use his skills.

Adam developed a close relationship with his therapist, and he was eager to learn. He felt empowered and used positive self-statements when he encountered events that produced anxiety for him. Today, despite the difficulties the pandemic brought on, Adam is doing well in school and is looking forward to a happy summer.



Events

Fundraisers



Guests enjoyed a friendly and fun competition at Trivia Night.



L to R: Trivia Night Co-chairs Jeff Greenblatt and Josh Brookstein with board members Jo-Ellen Hazan, Troy Slade and Paul Vitale.



Our 2020 Celestial Soirée gala was virtual, and honorees Seth and Tracey Kupferberg pledged a \$100,000 match which we met and exceeded!



Board member Nancy Lane shops for the grandkids at Wheatley Plaza during Champions for Charity.



Lauren McGowan, Director of Development, was at the Americana Manhasset's Blue Mercury store during Champions for Charity.



In lieu of our annual Krevat Cup, board member Andy Marcell (left), on behalf of Aon, hosted a smaller, socially distanced golf fundraiser. Pictured here with Louis Iglesias at our 2019 golf event.

In the Community



Our friends at Neiman Marcus hosted a beauty master class for moms in our Diane Goldberg Maternal Depression Program.



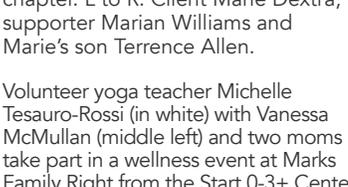
Sadie Feingold (right) held an exercise event to raise funds for our mission.



Some grandparents from our C-GRASP program received free air conditioners from the women of Alpha Kappa Alpha's Pi Pi Omega chapter. L to R: Client Marie Dextra, supporter Marian Williams and Marie's son Terrence Allen.



After her own battle with COVID-19, Regina Barros-Rivera donated plasma to help others fight the disease.



Volunteer yoga teacher Michelle Tesouro-Rossi (in white) with Vanessa McMullan (middle left) and two moms take part in a wellness event at Marks Family Right from the Start 0-3+ Center.



Webinars



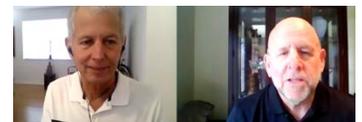
Clockwise from top left: Vanessa McMullan, Andrew Malekoff, Elissa Smilowitz, Dr. Jolie Pataki, Regina Barros-Rivera discussed helping families with the stress of the pandemic.



Perspectives on Pandemic 2020 with Regina Barros-Rivera, Andrew Malekoff and Dr. Paul Liu.



Ed Paley and Andrew Malekoff spoke about bereavement.



Roberto Suarez and Andrew Malekoff highlighted breathwork.



Dr. Norissa Williams and Andrew Malekoff discussed health disparities.



Panel members of our Anti-Asian Bias webinar, clockwise from upper left: State Senator Anna Kaplan, Andrew Malekoff, Regina Barros-Rivera, Christine Liu, ChenXin Xu.



Andrew Malekoff and Dr. Ariel Botta covered stress-reduction techniques.

2020 Contributors

\$50,000 & Up

The Rita and Frank Castagna Family Foundation
Daniel Donnelly
Ellen and Donald Feldman
The Kupferberg Foundation
Andrea and Michael Leeds
Fay J. Lindner Foundation
Nancy and Edwin Marks Family Foundation
MJS Foundation

\$20,000 - \$49,999

Lesley Decker
Diane Goldberg Foundation
Jo-Ellen and Ira Hazan
Klipper Family Foundation
The Jack and Dorothy Kupferberg Family Foundation
Carol and Andrew Marcell

\$10,000 - \$19,999

Aon Benfield
Marilyn and Russell Albanese
COVID-19 Long Island Philanthropic Response Fund
Ike, Molly & Steven Elias Foundation
Maureen and John Ferrari
Helene Fortunoff
Susan and Roger Fradin
Sandra and George Garfunkel
Greentree "Good Neighbor" Fund
John Grillo
Gucci America, Inc.
Hirshleifer's
Susan and Jeff Krevat
Rochelle and Hal Lipton
Jean-Marie and Steven Posner
Salvatore Ferragamo
Caroline and Sigmund Schott Foundation
The Slomo and Cindy Silvian Foundation
Steel Equities
Unitarian Universalist Congregation at Shelter Rock



\$5,000 - \$9,999

Mujahid Ahmed
Allied World Assurance Holdings
The Bahnik Foundation
Community Chest of Port Washington
Farrell Fritz, P.C.
Glen Oaks Club
Nancy and Lewis Lane
Diane and Darryl Mallah
Manhasset Community Fund
Michael Kors
Odyssey Group
PSEG Long Island LLC
Rapaport Family Charitable Trust
Jane and Martin Schwartz
Siegel Consultants, Ltd.
David & Jacqueline Simon Foundation
Simon Property Group
United Way of Long Island
Marie and Paul Vitale
Maxine Zinder
The Donald and Barbara Zucker Family Foundation

\$2,000 - \$4,999

Steven Anderson
Berdon LLP
Bingo for a Cause
Bottega Veneta
Sam Brickle

Amy and Daniel Cantor
Judith Cohart
Linda and Denis Cronin
William L. Edwards & Maryann Edwards Foundation
Douglas Elliman
Josephine and Floyd Ewing, Jr.
Jennie Fortunoff
Joan and Jeffrey Grant
Doris and Hans Grunwald
Lucille Kantor
Natale Lanza
Marion and Irving Levine
The Liebowitz Foundation
McNeil & Company, Inc.
Jodi and Michael Mondiello
Daniel Oliver
Save the Starfish Foundation
Linda Seaman
Darya and Troy Slade

\$1,000 - \$1,999

Gerda and Gary Andersen
Ascot Group
AXA Foundation
Bancker Construction Corp.
Stacy and Charles Bennett
Jacques Bonneau
Brian Boornazian
Chubb

2020 Contributors

Nancy and James Cowles
Laurie and Kenneth Daly
John Demeusy
Deutsche Bank
Meghan Dockery-Cremins
Executive Fliteways
Brian Finlay
Ruth Fortunoff and Brian Cooper
Genatt V LLC
Catherine and Sean Gibbons
Stephanie Ginsberg
Glen Head Country Club's Charity Fund
Mark Goldberg
Michael Gould
Francis Hand
Steven Hanke
Susan and Greg Hendrick
Michael Hochkeppel
Susan Isaacs and Elkan Abramowitz
Katherine Kamen
Michael Kerner
Lafayette 148 New York
Carol and James Large
Michael McKenna
Paul McKeon
Neu Brothers Holdings, Inc.
NFP Corp.
Northwell Health Systems
NY Community Bank Foundation
Olshan Properties
Terri and Edward Orlando
Partner Re
Plandome Woman's Club
Real Estate Institute
Renaissance Re
Timothy Ronda
Adrienne and Henry Rosenfeld
Nanci and Laurence Roth
Cynthia and Michael Rubinberg
Michelle Russo and Peter Verdirame
Barbara and Alan Sackman
Andrea Sanders
Steven Satz
Signature Bank
Denise and Robert Silverberg

Sirina Fire Protection Corporation
Arlene and Richard Sirlin
Sompco International
St. John Knits, Inc.
Steven Dubner Landscaping
Lisa and Gary Strauss
Pamela and Laurence Tarica
Trans Re
Judith and Peter Valente
The Judith C. White Foundation

\$500 - \$999

Karen and Edward Adler
Jill and Len Berman
Ellen and Barry Birnbaum
Ellen and Marc Blumencranz
Andrew Borinstein
Carol Boyd
Matilde and Cliff Broder
Jillian Buckelew
Audrey and James Calpin
Carol and Stephen Canter
Bernadette Castro
Daphne and Charles Chan
Marilyn Cohn
Condon, O'Meara, McGinty & Donnelly LLP
Rachel Decker
Divney Tung Schwalbe, LLP
Phyllis Edelheit
Jessica and Zachary Feingold
Victor Forman
Edmund Geller
Great Neck Community Fund
Dorothy Greene
Jennifer and Eli Gross
Ginger and Lawrence Hahn
Mary Jo and Michael Hall
Imperial Cleaning Company
Caryl and Bruce Janvey
Rene Joseph
The Klar Organization
Deborah and Irwin Klein
Miriam and Kenneth Kobliner
Maryann and Michael Levy
Robert Lewis

Susan and Jay Lipman
Jaimee and Dan Loewy
Maier Foundation
Dale and Andrew Malekoff
Nancy and Guy Mazarin
Lisa and Sean McCarthy
McElroy Family Charitable Fund
The Elena Melius Foundation
The Meredith Corporation Foundation
Susan and Robert Miller
Elizabeth and Brian Murray
Cathy and Larry Orlando
Beth and Ronald Ostrow
Parkway Community Church
Karen and Bruce Pomerantz
Raich Ende Malter & Co. LLP
Renée Rimsky and Murray Beckerman
Morris & Rose Rochman Foundation
Marvin Rosen
Ian Rowan
Sahn Ward Coschignano, PLLC
Sakowich Plumbing & Heating Corp.
Lisa Sands
Gay and William Schmergel
Wendi and Ira Silverman
Elissa and Mark Smilowitz
South Oaks Hospital
Rosanne and Samuel Spear
SterlingRisk
Janet and Myron Susin
Systems Management Group, Inc.
Eileen and Joseph Tarantino
Alice and Jack Tillem
The Toy Association
Jane and Matthew Tucker
Linda Ugenti
Veronica Beard
Jane and Simon Walsh
Ina and Julian Whiting
Carol Wolowitz
Tom Wrenn
Laurie Joseph Yehuda
Jacklyn Zitelli
Zucker Hillside Hospital

Investing In Our Children's Future

Annual Fund

Your donation to an annual fund appeal provides vital general operating support that directly impacts the children and families we serve. These gifts are allocated when and where the need is greatest.

Special Occasion Gifts

Commemorate a birth, birthday, anniversary or special event, or make a donation in memory or in honor of a loved one. These contributions help maintain our programs and services. A gift announcement card will be sent in your name.

Events

Your support of our fundraising events through the purchase of tickets, journal ads, underwriting, sponsorships, raffles and auction items provides necessary unrestricted funding that allows us to continue our mission of caring for the emotional health of children, youth and families on Long Island.

Planned Giving

Create a lasting legacy with a gift of appreciated securities/stock, real estate, partnership interests, life insurance or retirement plan. Become a member of our Legacy Society by making a bequest naming the Guidance Center in your will or trust.

Douglas S. Feldman Suicide Prevention Program Butterfly Wall

Designate a gift of \$500 or more to this important lifesaving program and your name will be engraved on a beautiful brass butterfly and placed on the wall in our Roslyn Heights office in recognition of your generosity and support.

Name Recognition

Room naming opportunities, program naming and wall plaques are available at all three of our locations including our Roslyn Heights headquarters; the Leeds Place – Serving Young People; and the Marks Family Right from the Start 0-3+ Center.

To learn how you can support our lifesaving mission, please contact Director of Development Lauren McGowan at LMcGowan@northshorechildguidance.org or call (516) 626-1971, ext. 320.



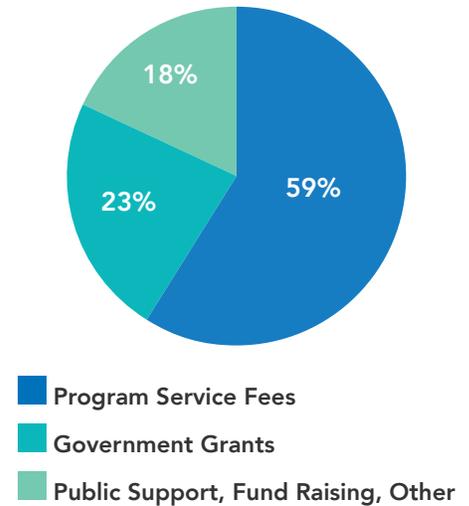
Audited Financials

North Shore Child and Family Guidance Assoc., Inc. Audited Statement of Activities

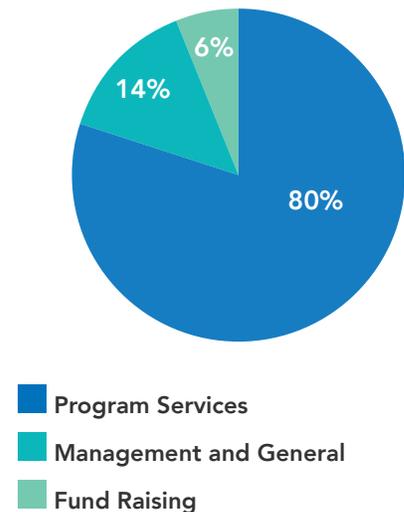
	Year Ended December 31	
	2020	2019
Public support and revenue		
Program service fees	\$5,345,834	\$4,720,462
Government grants	2,075,218	2,655,906
Contributions	1,198,008	1,665,771
Special events, net	350,644	604,380
United Way & Community funds	15,000	20,370
Investment return (loss)	178,305	210,093
Other	2,383	16,400
Total public support and revenue	9,165,392	9,893,382
Expenses		
Program services		
Clinical	4,775,784	4,858,195
School Community Collaborative	2,005,850	2,041,967
Early Childhood	65,710	83,035
Outreach	99,311	191,660
Total program services	6,946,655	7,174,857
Supporting services		
Management and general	1,256,904	1,273,884
Fundraising	547,312	544,212
Total supporting services	1,804,216	1,818,096
Total expenses	8,750,871	8,992,953
Other Expenses	54,223	-
Increase in net assets	360,298	900,429
Net assets, beginning of year	4,029,092	3,128,663
Net assets, end of year	\$4,389,390	\$4,029,092

Full audited financial statements are available upon request

2020 Public Support and Revenues



2020 Expenses





Addresses and Locations



**The Leeds Place -
Serving Young People**
999 Brush Hollow Road
Westbury, NY 11590-1766
(516) 997-2926



Administrative Headquarters
480 Old Westbury Road
Roslyn Heights, NY 11577-2215
(516) 626-1971



**The Marks Family
Right From the Start 0-3+ Center**
80 North Service Road LIE
Manhasset, NY 11030-4019
(516) 484-3174

**The Lucille and Martin E. Kantor
Bereavement & Trauma Center**
480 Old Westbury Road
Roslyn Heights, NY 11577-2215
(516) 626-1971

Visit us at www.northshorechildguidance.org

Friend us on Facebook at North Shore Child & Family Guidance Center

Follow us on Instagram @the_guidance_center

Tweet us @NSCFG

Follow us on LinkedIn @north-shore-child-&-family-guidance-center



Licensed & Supported by: Nassau County Department of Mental Health, Chemical Dependency, and Developmental Disabilities Services; New York State Office of Mental Health; New York State Office of Alcoholism and Substance Abuse Services. Supported by: New York State Office for People with Developmental Disabilities; New York State Office of Children and Family Services; Nassau County Department of Health; United Way of Long Island; Great Neck Community Fund; Community Chest of Port Washington; Manhasset Community Fund.