



**Because a**  
*Family*  
**is Forever**

# is Forever

**THE NEXT CENTURY**  
*of* **Excellence**

## Capital and Endowment Campaign

## Here for *Families* From One Century to the Next.

Mothers and fathers. Daughters and sons. Grandparents, aunts, uncles, cousins. From one generation to the next, for more than a century, Children's Aid and Family Services has helped thousands of families, children, and individuals to heal, to learn, and to grow. Our breadth of services addresses virtually every challenge that a family in today's society might face.

Unlike many other organizations that respond to a singular need, Children's Aid and Family Services is here for today's families at all stages of their lives. Whether it's parents who are trying to improve their marriage, raise well-adjusted children, or care for an elderly parent, or finding nurturing loving homes for hundreds of abandoned infants and children, we are here for all of them.

## We Provide, Protect, and Preserve *Families*.

Each year, in locations throughout northern New Jersey, Children's Aid and Family Services is working to support about 12,000 New Jersey children and families. Of these, there are about 100 particularly vulnerable children, many with special needs, ranging in age from infants to teenagers for whom we provide group homes and therapeutic foster care, as well as adoptive families.

Other families from throughout our region turn to us to access a vast array of services that give them real solutions to everyday life challenges. The agency's top-notch child care and early learning center located in Paramus gives more than 200 families peace of mind as their children receive high-quality, curriculum-based child care. More than 40 percent of the children at the center receive the subsidized funds from our agency that are needed for enrollment.

Family Counseling Service of Ridgewood, our busy family life and wellness center, provides traditional support and counseling services to families during times of transition or crisis – and much more. It offers a diverse assortment of workshops and programs that are geared to today's busy families, giving them an appealing outlet in which to strengthen their family relationships. Some examples include mother-daughter yoga and parenting through divorce.

## Responsible Management That Puts *Families* First.

At Children's Aid and Family Services, we're proud to report that most of our budget goes directly to support client programs. With facilities throughout northern New Jersey, a staff of 350 employees, and an annual operating budget of approximately \$18 million, we have a remarkably low administrative overhead. We are fiscally responsible, but never at the cost of program quality. In fact, for the last 10 years our agency has been accredited by The Council on Accreditation, one of the nation's leading accreditation authorities. We are also considered an industry leader in the area of continuous quality improvement and have been a trusted partner with dozens of community, government, corporate, volunteer, and other nonprofit organizations that join us to achieve our mission.

## *Families* Plan Ahead. So Should We.

Children's Aid and Family Services has an outstanding record of planning for its future. During our history, we have completed two successful capital expansion campaigns, which have ensured our financial stability, particularly through building acquisitions. We also operate a number of named endowments valued at about \$1.7 million. These endowments are expertly managed by a specially appointed committee of investment professionals that reports regularly to the agency's Board of Trustees. Thanks to skilled and prudent management by this committee, the agency's endowment funds have steadily grown.

## *Families* Are Forever. Their Needs Will Continue.

Families never go away and nor do their challenges. That is why our Board of Trustees and volunteer leadership have launched the **Next Century of Excellence** campaign. This campaign will enhance our ability to help families meet their challenges, as well as provide the financial security necessary for us to continue to deliver services in the future. The goal of the campaign is to raise \$3 million by the end of 2007.

Of the \$3 million, \$2 million will be used to expand our outstanding child care center and flagship building at 200 Robin Road, Paramus. Specifically, we plan to:

1. Add more classrooms to provide educational opportunities to more children.
2. Add a state-of-the-art training center to expand our leadership role as a regional training ground for early childhood education, and consolidate key program support personnel at one location.
3. The remaining \$1 million will be used to grow the agency's Anne Goheen Crane Endowment Fund. This endowment fund ensures financial stability for the agency now and in the future.

# Can New Jersey's *Families* Count On You?

**What are families for?** Most would agree the main purpose of a family is for its members to support each other through the good times and bad. Communities are much like families, coming together in times of need or stress. At Children's Aid and Family Services, that's what we do for countless children and families – with the help of caring citizens in the community.

**We invite you to join us** in growing our agency for today's families and future generations by making a gift to the Next Century of Excellence campaign. To learn more, please call Bob Jones, Ph.D., president and CEO; Liz Mason, executive vice president, or Lyn Ramage, director of development, at 201-261-2800. You may also visit [cafsnj.org](http://cafsnj.org) for more information.



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