



**The future is now  
in the mind of a child.**



CHILD MIND®  
INSTITUTE

2012 ANNUAL REPORT

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# 15 million<sup>+</sup>

American children suffer from a psychiatric disorder. Fewer than half get help.

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The time to transform mental health care for children everywhere is now, before another child suffering from a psychiatric or learning disorder goes without desperately needed care. For the millions of children with mental illness, for their families, for our schools and communities, we must find more effective treatments and make them accessible to all.

At the Child Mind Institute, we are changing the equation for kids who need mental health care. Through exceptional clinical care, innovative research into brain development, and public education, we help children and their families understand their illnesses and take concrete steps to reach their full potential.

As we look into the minds and hearts of the children we serve, we see hope. As we help them discover their talents and reclaim their lives, we see their bright future. Thank you for helping us tackle children's mental health care with impact and urgency, so we as a society can deliver on our promise to create a better world for all children.

**Harold S. Koplewicz, MD**  
PRESIDENT

**Brooke Garber Neidich**  
CHAIR, BOARD OF DIRECTORS

A high-angle, close-up photograph of a young girl with short, wavy blonde hair and bright blue eyes. She is smiling warmly at the camera, her teeth showing. She is holding onto a thick, yellow braided rope with her right hand. She is wearing a bright yellow shirt with a white collar. The background is a blurred, light-colored surface, possibly a playground or outdoor area. The overall mood is joyful and hopeful.

**The right care can  
change everything  
in the life of a child.**

**CLINICAL CARE**

When a child with a psychiatric or learning disorder goes untreated, frustration and hopelessness pervade the whole family. We have the expertise and tools to get families the right diagnosis and the most effective treatment—and change the course of lives.

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# 75 percent

of serious psychiatric illness occurs before the age of 24

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Informed by the latest research, our thriving clinical program is constantly improving diagnostics and treatment, innovating new approaches to help children succeed at home, in school and at play. Our field-leading experts are pioneering intensive treatments that work with children out in the real world, where their symptoms occur, as well as developing novel ways to partner with those on the frontlines of children's lives—parents and teachers.

**Recent clinical innovations include:**

**Brave Buddies.** For children with selective mutism (SM), who are talkative at home but so pathologically self-conscious outside the home that they are unable to speak, Child Mind Institute senior psychologist, Dr. Steven Kurtz developed an intensive group behavioral treatment that gets results. By challenging children with SM day after day in the safe environment of a simulated classroom, Brave Buddies has helped 100 kids from around the world find their voices. The secret to the program's success, says Dr. Kurtz, is "repeated exposure to the same situations that they've been avoiding, but providing training wheels until they can do it on their own." Brave Buddies success stories were featured on ABC's *Nightline*.

**Training teachers.** We have developed a program to help classroom teachers—children's vital allies—reinforce good behavior, intervene effectively to manage disruptive behavior, and motivate improvement. Based on the success of our Parent-Child Interaction Therapy (PCIT) program, Teacher-Child Interaction Training (TCIT) increases learning time for all students.

"TCIT benefits misbehaving kids, but it also benefits behaving kids," says Dr. Melanie Fernandez, director of our PCIT program. TCIT, which was profiled in the *Wall Street Journal*, benefited 119 students across 11 New York City classrooms in its first year and was implemented in partnership with the city's Department of Education and KIPP NYC charter schools.

**Since opening our doors in 2009, we have:**

- Provided care for some **3,500 families** from **27 states** and more than **22 countries**.
- Offered over **\$1 million in financial aid** for clinical care to ensure that no child in need is turned away.

When a child with selective mutism speaks a few words out in the world, the echo is thundering. When a disruptive child calmly raises his hand in class, wide-ranging transformations begin. Through small daily gains in the lives of thousands of children, the Child Mind Institute's successes resonate through families, schools and communities.

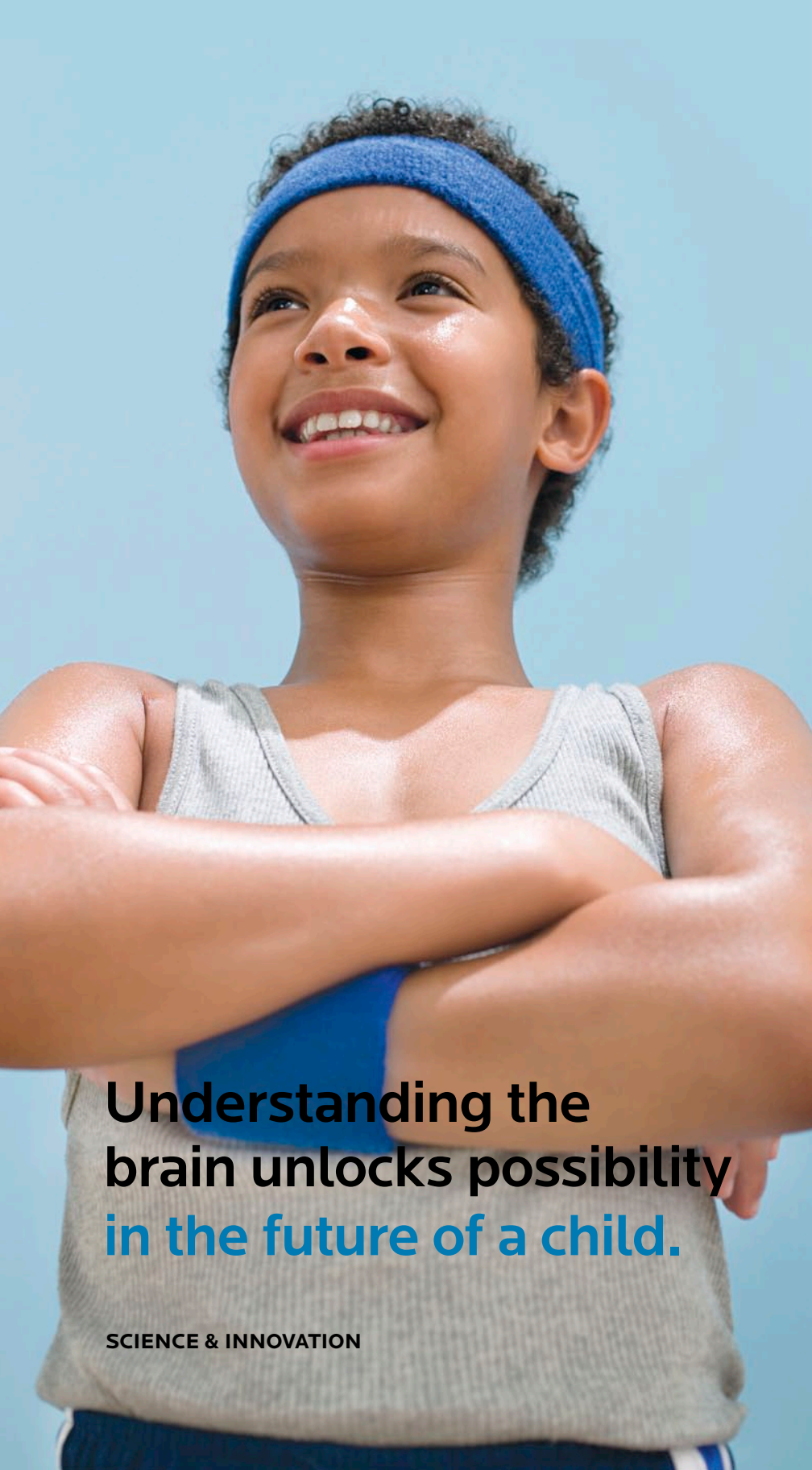


3,500

families received care  
from 27 states and  
22 countries







**Understanding the  
brain unlocks possibility  
in the future of a child.**

**SCIENCE & INNOVATION**

When our children struggle, we want answers. If a child has a sore throat, we visit the doctor for an objective diagnosis. But instead of biological tests, psychiatric and learning disorders are still diagnosed and treated based on emotional and behavioral symptoms.

At the Child Mind Institute, we believe that the only way to truly transform how we diagnose, treat and even prevent childhood psychiatric disease is to advance our understanding of its biological and genetic components. To accelerate the pace of scientific discovery toward our goal—identifying the biological signatures of mental illness and markers of treatment response—the Child Mind Institute is revolutionizing the way research is conducted, **launching a whole new level of collaboration by:**

**Building** a vast, comprehensive, premier data storehouse. Effective research requires large sample sizes, and we are collecting 10,000 datasets—including imaging, phenotypic and genotypic data—from both typical children and those being treated for psychiatric disorders.

**Sharing** the data with researchers around the world through open science. We lead the way in the movement to make scientific data, tools and knowledge accessible to all through our sponsorship of ongoing open neuroscience efforts and creation of novel initiatives. To date, researchers in more than 2,000 cities around the world have downloaded our data.

**Analyzing** the data employing best-in-class talent. Our own scientists pioneer innovative approaches to brain research in collaboration with investigators from around the world and across diverse disciplines.

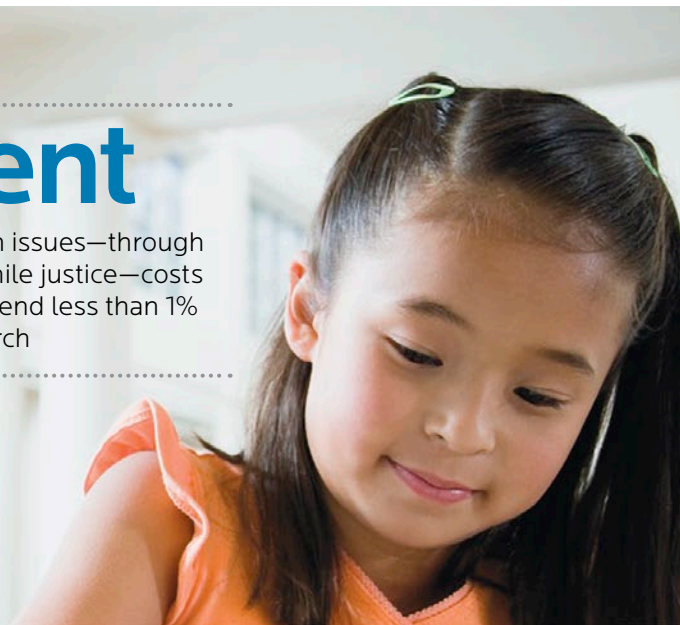
Breaking down institutional, geographic and discipline-based barriers in order to deepen our knowledge of the developing brain, the Child Mind Institute is ideally positioned to make exciting discoveries that have real impact. The more we know about how children's brains work, the more we know about how children work—and the more effectively we can help them learn, play and live better.



## one percent

Caring for children with mental health issues—through healthcare, special services and juvenile justice—costs the U.S. \$247 billion a year. Yet we spend less than 1% of that amount on preventative research

**Michael Milham, MD, PhD**, internationally recognized cognitive neuroscientist, computer scientist, and child and adolescent psychiatrist, completed his first full year in 2012 as director of the Child Mind Institute's Center for the Developing Brain. He is known for his innovative, highly collaborative research techniques that signal a sea change in the field, and is a prolific scientist with more than 90 publications in prominent scientific journals. Dr. Thomas Insel, director of the National Institute of Mental Health, has called Dr. Milham "a 21st-century leader bringing forth a new culture of science based on the brain."




“The human brain is highly neuroplastic, and the greatest neuroplasticity is during childhood and adolescence. That is why the notion of focusing on our opportunity to provide treatments for children and adolescents early on in the trajectory of a mental illness is probably one of the most important things that we can do. The Child Mind Institute’s actions have been transformative.”

Dr. Nora Volkow

DIRECTOR OF THE NATIONAL  
INSTITUTE ON DRUG ABUSE





**Knowledge and  
support bring change  
to the eyes of a child.**

**EDUCATION & OUTREACH**

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# one in five

children in the U.S. suffers from a mental illness

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For far too long, the stigma of mental illness has left children and families who desperately need help in a state of frustration and isolation. Our education mission prompts open conversation among parents, educators and mental health professionals about the needs of children, and offers authoritative, science-based resources that provide real help in real time.

## Here's how we do it:

**Childmind.org.** With an annual growth rate of more than 70%, our website is fast becoming the go-to site to learn about children's mental health and strategies to promote wellness. The site provides a wealth of authoritative information on childhood psychiatric and learning disorders and other parenting issues, and is responsive to events of the day, including expert voices from all over the country alongside those of parents and children living with mental illness.

**Speak Up for Kids.** To battle the stigma and misinformation that can prevent kids and families from seeking life-changing treatment, our second annual Speak Up for Kids campaign resonated loudly and clearly, generating more than 305 million media impressions and engaging 200,000 people across 600 events. A cornerstone of the monthlong campaign is to engage national partners in helping to get the word out. "I've always said to myself, 'I didn't go through whatever I went through for nothing,'" said graduate student Danee Sergeant of her long, difficult struggle with bipolar disorder before getting a diagnosis and treatment. "It's empowering every time I share my story." She shared her story in a live-streamed event during the third annual Speak Up for Kids.

**Learning in action.** We offer free workshops for parents and educators to

deepen their understanding of children's mental health and build skills for helping kids at home and school. Recent workshop topics have included ADHD, OCD, selective mutism and pediatric psychopharmacology. In addition, the insights, advice and accomplishments of our clinicians and researchers reach a wide audience through coverage in such media outlets as *The Huffington Post*, *The Daily Beast*, *The Wall Street Journal*, *Scientific American*, *Parents* magazine, *Scholastic*, *The Today Show* and *Nightline*.

Living with mental illness is difficult enough, without the added shame and secrecy that often surround it. The Child Mind Institute is leading the fight against stigma with accessible expert information and resources—in the community and online—to educate and empower anyone in a position to help children, families, educators and children themselves.



200K  
people were engaged  
at 600 CMI events







**Together we speak  
up and stand up  
for the hopes of a child.**

**A NATIONAL CONVERSATION**

In 2012, the tragic school shootings in Newtown, Connecticut, prompted calls for a new national conversation about the safety and wellbeing of our children, including their mental health.

The Child Mind Institute, a recognized leader in improving child mental health care, was asked to participate in shaping the White House initiative on these issues. Dr. Harold S. Koplewicz participated in Vice President Biden's Commission on Gun Violence and Mental Health and provided expert testimony at the House Energy and Commerce Committee's hearing on Violence and Severe Mental Illness. The panels promoted strategies for improving services, expanding access, educating the public, and decreasing the stigma that prevents kids from getting care.

**The Newtown shootings and the destruction of communities by Hurricane Sandy, just weeks before, both reminded us of the vulnerabilities of our children, of the urgency of not only protecting them but nurturing the resilience that allows them to recover in a healthy way from disturbing events. The Child Mind Institute made a special effort to disseminate our care, comfort and expertise in the wake of these tragedies, including:**

**Responding to trauma.** Our Trauma Response Service Team reacted immediately after each event, reaching more than 100 schools and serving thousands of teachers, students and families.

**Actionable information.** We published expert and actionable information on *childmind.org* to help parents and teachers recognize short- and long-term signs and symptoms of trauma and foster resilience and recovery in children who have experienced devastating events.

**Media Outreach.** Our experts made dozens of TV and radio appearances, as well as print and web interviews, offering parents advice on how to talk to their kids about these events and how to tell if children need help.

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**580 million<sup>+</sup>**

Number of media impressions achieved in 2012, in our efforts to spark a national conversation on children's mental health

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#### Addressing the challenge

In the wake of the Newtown shootings, the Child Mind Institute and *Parents* magazine conducted a survey of 1600 parents on children's mental health. The results showed both cause for hope and the need for more hard work.

#### Key findings include:

- **66%** of adults think parents are now more likely to seek help if their child's behavior worries them.
- **60%** are concerned that kids who have a mental illness such as Asperger's Syndrome or depression are more likely to hurt themselves or others.
- **61%** think it is difficult for parents to know whether or not their child's behavior is abnormal.

The Child Mind Institute is working to transform dialogue into bold and lasting action, and helping parents and teachers respond to the immediate needs of distressed children.

**100**  
schools served in  
the aftermath of  
Hurricane Sandy



“There’s a whole lot of stigma attached to getting help. The fact that you have to go to a therapist or a psychiatrist or a psychologist, and then get a diagnosis for your child—that can be very humbling and scary for parents. I can’t speak specifically for what happened with Adam Lanza and his family. As a mother, my heart breaks for Adam Lanza’s mother.”

Nelba Marquez-Greene

WHOSE DAUGHTER ANA WAS KILLED IN  
NEWTOWN, SPEAKING ON CBS’S 60 MINUTES



**FINANCIAL STATEMENTS & DONORS**

## FINANCIAL STATEMENTS

FY12 (OCTOBER 1, 2011 – SEPTEMBER 30, 2012)

We exceeded our annual fundraising goal in 2012— a remarkable investment in advancing lifesaving children’s mental health care, the science that leads to new treatments, and education and outreach that create communities of hope for our children.

### STATEMENT OF FINANCIAL POSITION

Child Mind Institute, Inc. and Child Mind Medical Practice, PLLC

Condensed Financial Information for the years ended September 30, 2012 and 2011.

<b>2012</b>	<b>CHILD MIND INSTITUTE, INC.</b>	<b>CHILD MIND MEDICAL PRACTICE, PLLC</b>	<b>TOTAL</b>
Assets	\$ 13,612,923	958,671	14,571,594
Liabilities	1,858,244	1,129,738	2,987,982
Net Assets	11,754,679	(171,067)	11,583,612
<b>Total Liabilities and Net Assets</b>	<b>\$ 13,612,923</b>	<b>958,671</b>	<b>14,571,594</b>

<b>2011</b>	<b>CHILD MIND INSTITUTE, INC.</b>	<b>CHILD MIND MEDICAL PRACTICE, PLLC</b>	<b>TOTAL</b>
Assets	\$ 9,797,368	445,592	10,242,960
Liabilities	386,803	520,873	907,676
Net Assets	9,410,565	(75,281)	9,335,284
<b>Total Liabilities and Net Assets</b>	<b>\$ 9,797,368</b>	<b>445,592</b>	<b>10,242,960</b>

The Child Mind Institute, Inc. and the Child Mind Medical Practice, PLLC financial statements have been audited for the years ended September 30, 2012 and 2011 by Marks, Paneth and Shron LLP and can be provided upon request.



## STATEMENT OF ACTIVITIES

### 2012

	CHILD MIND INSTITUTE, INC.	CHILD MIND MEDICAL PRACTICE, PLLC	TOTAL
<b>REVENUE</b>			
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
<b>Total Revenue</b>	<b>9,609,839</b>	<b>6,367,536</b>	<b>15,977,375</b>
<b>EXPENSES</b>			
Program Activities	\$ 4,031,114	4,681,764	8,712,878
Supporting Services	3,234,611	1,906,592	5,141,203
<b>Total Expenses</b>	<b>7,265,725</b>	<b>6,588,356</b>	<b>13,854,081</b>
Change in Net Assets	2,344,114	(220,820)	2,123,294
Income Tax (Benefit)	—	125,034	125,034
Net Assets at Beginning of Year	9,410,565	(75,281)	9,335,284
<b>Net Assets at End of Year</b>	<b>\$ 11,754,679</b>	<b>(171,067)</b>	<b>11,583,612</b>

### 2011

	CHILD MIND INSTITUTE, INC.	CHILD MIND MEDICAL PRACTICE, PLLC	TOTAL
<b>REVENUE</b>			
Foundation, Corporations and Individuals	\$ 3,915,731	379,152	4,294,883
Special Event Revenue	5,015,774	—	5,015,774
Patient Service Revenue	—	4,069,551	4,069,551
Other Revenue	28,102	344,009	372,111
<b>Total Revenue</b>	<b>8,959,607</b>	<b>4,792,712</b>	<b>13,752,319</b>
<b>EXPENSES</b>			
Program Activities	\$ 2,747,525	3,895,586	6,643,111
Supporting Services	3,316,719	972,407	4,289,126
<b>Total Expenses</b>	<b>6,064,244</b>	<b>4,867,993</b>	<b>10,932,237</b>
Change in Net Assets	2,895,363	(75,281)	2,820,082
Net Assets at Beginning of Year	6,515,202	—	6,515,202
<b>Net Assets at End of Year</b>	<b>\$ 9,410,565</b>	<b>(75,281)</b>	<b>9,335,284</b>

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FY12 (OCTOBER 1, 2011 – SEPTEMBER 30, 2012)

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“The Child Mind Institute dares to imagine a world where no child suffers from mental illness. Jane and I are honored to be a part of these bold efforts to make a difference for the future of all of our kids.”

SINGER JIMMY BUFFETT HONORED ALONG WITH HIS WIFE, JANE, AT CHILD MIND INSTITUTE'S SECOND ANNUAL CHILD ADVOCACY AWARD DINNER



Jimmy and Jane Buffett with 11-year-old Sophie Kleinhandler

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“My grandmother said,  
‘You’re going to find your  
way through this. Think big.  
Be big.’ I was trying to  
integrate that into my self  
worth...at the same time  
I was getting F’s.”

ACADEMY AWARD-WINNING PRODUCER BRIAN GRAZER,  
SPEAKING AT THE 2012 ADAM JEFFREY KATZ MEMORIAL  
LECTURE, ABOUT THE CHALLENGES OF DYSLEXIA

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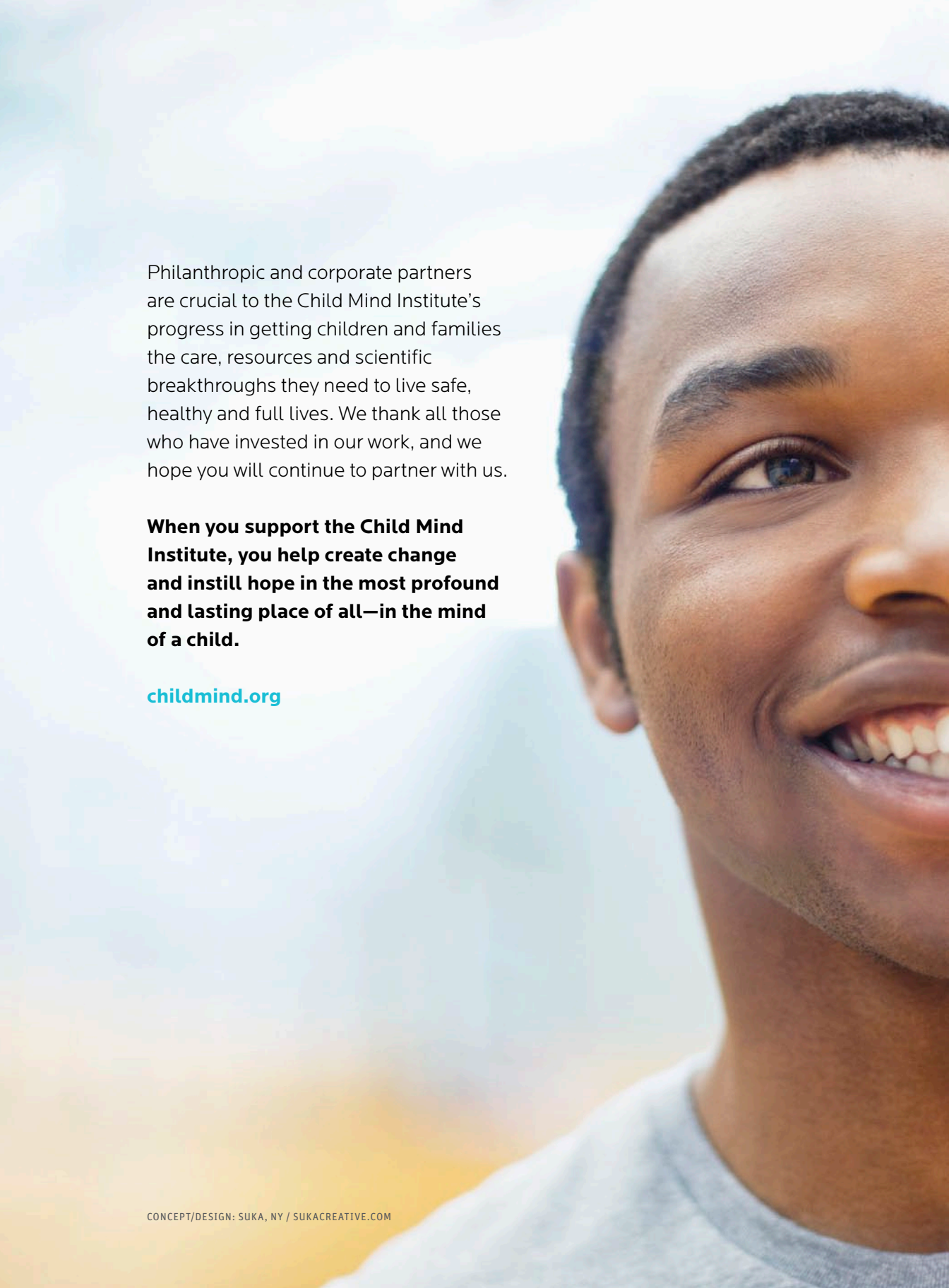
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Philanthropic and corporate partners are crucial to the Child Mind Institute's progress in getting children and families the care, resources and scientific breakthroughs they need to live safe, healthy and full lives. We thank all those who have invested in our work, and we hope you will continue to partner with us.

**When you support the Child Mind Institute, you help create change and instill hope in the most profound and lasting place of all—in the mind of a child.**

[childmind.org](https://childmind.org)



Child Mind Institute  
445 Park Avenue  
New York, NY 10022

[info@childmind.org](mailto:info@childmind.org)  
212.308.3118