

**CADEkids 2015-16  
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*Good Decisions. Great Kids.*

**Annual Report  
July 1, 2015-June 30, 2016**

*Changing  
Attitudes  
Decisions &  
Environments for  
kids*



**Contact CADEkids**

- 128 Chestnut Street, Ste. 302, Philadelphia, PA 19106
- 215-925-0643
- [dalderfer@cadekids.org](mailto:dalderfer@cadekids.org)
- [www.cadekids.org](http://www.cadekids.org)
- United Way donor option number: 9004.

CADEkids is a 501 (c)(3) charitable organization registered in the Commonwealth of Pennsylvania.



## CADEkids 2015-16 Highlights

### ■ Taking Our Prevention Message to the Community

Program Director Pedro Quiñones received a warm welcome when he addressed a monthly workshop in North Philadelphia's Sheppard Elementary School; his topic: "Dependencia física, mental y emocional: Tabaco, drogas, juego..." (Physical and Emotional Dependency: Tobacco, Drugs, and Gambling). Speaking in Spanish to 45 parents, health care workers, and community members, Pedro identified early indicators of dependence and the tremendous toll it takes over time on individuals and their loved ones.



### ■ CADEkids Equips Kids Today to be Ready for Tomorrow!

Prevention Specialists asked Feltonville Arts & Sciences students to picture themselves living their personal dreams — "to imagine where you want to be in the future and what accomplishments would make you proud." The middle schoolers created imaginative CADE-a-grams to showcase their varied hopes and aspirations: **"Bikes Up, Guns Down!"** — Enrique wants to open a bike shop in North Philly so kids can peddle away their problems. **"Lady Falcons, here I come!"** — Shidayah sets her sights on playing basketball at Lackawana College. **"Now I'm a Chemist"** — Nazir envisions his life and career after successfully completing college with a degree in chemistry.



### ■ CADEkids a Hit at Hartranft School Fair!

At their annual school fair in June 2016, Hartranft students competed for a chance to win CADEkids' t-shirts. Three correct answers about alcohol, tobacco, and other drug prevention were the ticket. Those responding correctly won a shirt with CADEkids' logo on the front and "I'm Too Good for Drugs, Violence, and Bullying" printed on the back. The prevention messages are clearly sticking as dozens of students walked away with their choice of a black or gray shirt.



## CADEkids 2015-16 Highlights

### ■ CADEkids Teams with "FUEL the CURE"

In November 2015, our staff joined 25 enthusiastic volunteers at Benjamin Franklin School to paint hallways and floors, and remove mounds of trash that littered the school yard.



FUEL the CURE's team of young professionals carries out its mission by organizing volunteer and fundraising events that benefit a range of national and local charities. Franklin Principal Sample-Green was delighted with the hard work and efforts to spruce up the school for her students.

### ■ Staff Represents CADEkids at 2016 Recovery Walk



In September 2016, enthusiastic marchers filled the streets of historic Philadelphia, singing and chanting in solidarity, to celebrate life in recovery from substance abuse; 23,000 participants walked a two-mile route in the shadow of Independence Hall. CADEkids' staff and children joined the Walk for the sixth year in a row.

### ■ The Philadelphia Foundation Funds New Strategic Plan

Through a generous grant, CADEkids' board of directors, staff, and community stakeholders created a new 3-year strategic plan addressing board governance, fundraising, and PR/Marketing with the ultimate goal of raising CADEkids' visibility and enhancing overall service delivery.

### ■ CADEkids 2015-16 Financial Report

|                                     | (000s)       | (000s)       |
|-------------------------------------|--------------|--------------|
| <b>Income</b>                       | <b>FY15</b>  | <b>FY16</b>  |
| Corporate, Foundations, Individuals | 12.9         | 49.3         |
| Contracts                           | 369.4        | 420.8        |
| Other                               | 80.4         | 53.0         |
| <b>Total Income</b>                 | <b>462.7</b> | <b>523.1</b> |
| <b>Expenses</b>                     |              |              |
| Personnel                           | 435.5        | 413.6        |
| Contracts - vendors                 | 19.0         | 44.4         |
| Office expense                      | 87.4         | 90.7         |
| Event expense                       | 6.4          | 5.4          |
| <b>Total Expense</b>                | <b>548.3</b> | <b>554.1</b> |
| Fund balance, June 30               | -123.6       | -30.9        |
| <b>Total net assets</b>             | <b>87.3</b>  | <b>56.4</b>  |