

Meeting the Challenges

Homan Square

Hinsdale

Outreach

New



Opportunities

Robert Crown Center for Health Education
2003 Annual Report

2003 Highlights

Center Mission

The Robert Crown Center for Health Education is organized for the purpose of providing timely, innovative and visually stimulating health education programs to children, young adults, parents and teachers that will motivate them to choose non-abusive patterns of thought and living.

Center Goal

The goal of the Robert Crown Center for Health Education is to meet the diverse instructional needs of school children, reaching increasing numbers who will enjoy learning about health and the role it plays in determining the course and quality of their individual futures.

Center Challenge

The challenge facing the Robert Crown Center for Health Education is not only to make effective use of its fundamental resources—health information, technology, capital, and people—but also to expand them and to adapt them in order to satisfy client expectations.

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Summary of Programs by Attendance

General Health

Right Start (Pre-School)	999
Warm Fuzzies/Healthland (K-1).....	5,705
Body Club (2nd).....	4,003
Health Adventure (3rd).....	6,337
Incredible Machine/Healthy Choices, Healthy Lives (4th & up).....	8,129
Smart Kids/Safe Kids (K-3).....	446
Life Begins/Family Living	54,360
Drug Abuse Preventive Education	18,514
Special Groups	32,782
Outreach—Suburban.....	24,716
Outreach—Preschool.....	9,025
Homan Square	10,854

TOTAL 175,870

Attendance by Area

Lake County		4,284
McHenry County		5,124
Kane County		8,224
Cook County*		77,096
DuPage County		38,907
Will County		10,581
Chicago		25,905
Indiana		1,627
DeKalb County		1,055
Kendall County		2,011
Other County		1,056
TOTAL*		175,870

*Bars not to scale

The Robert Crown Center houses the Eugene W. Kettering Exhibit Hall, the Colonel Robert R. McCormick Auditorium, the Sherman Fairchild Life Begins Classroom, the Frederic A. Gibbs-Brain Research Foundation Classroom, the Abbott Laboratories Drug Education Classroom, the Mark Morton Classroom, the Grainger Health Education Classroom, the Winn and John Laidlaw, Jr. Family Living Classroom, the Kresge Classroom, the Lloyd A. Fry Classroom, the John W. Leslie Conference Room, the Dorothy and Harper Clarke Faculty Room, the Robert A. Morris Mural, and the Seabury Wing.

Chairman's Message

2003: When Challenges Became Opportunities

During 2003, the Robert Crown Center faced many challenges that, with time, may also be viewed as exciting new opportunities. Like many non-profit organizations, we faced reduced funding for our programs after budget cuts fell everywhere— at local school districts and at the state government level, at philanthropic organizations and at the corporate level. Economic conditions and unemployment during 2003 also tightened individual donations to the Center as well.

But tighter resources also represented an opportunity for the Center to work with business consultants to analyze ways to better manage its programs, facilities and resources overall. Recommendations are now resulting in fresh initiatives at our Hinsdale facility, at Homan Square and in our Outreach Services.

Meeting the Challenge through Outreach

In 2003, the Center fully recognized the enormous potential of its Outreach Services. Teacher demand for more classroom presentations of our programs has emerged as more than just a trend, but now a mandate. The Center expanded its Outreach program in 2003 reaching an additional 10,000 students over the previous year and plans to continue aggressively marketing and servicing the Outreach market for its clearly vast untapped potential.

In 2003, the Center also added new and different Outreach programs: the **Better Start Early (BSE)** program began raising awareness of high school women about breast cancer while collaboration with **AWARE** brought a comprehensive prevention program into more middle schools.

Meeting the Challenge at Homan Square

In 2003, the Center also expanded the servicing of students on the west side of Chicago through its Homan Square facility. Robert Crown tripled the number of students served there to a high of 10,589 in 2003 up from only 3,157 in 2002. There are great needs for our programming in these Chicago neighborhoods as evidenced by our success there since opening as recently as Dec. 2001. The growing demand for our services in Chicago dictates that we will certainly concentrate our efforts there in the future.

Meeting the Challenge in Hinsdale

In 2003, the Center also sought to streamline the operation of its Hinsdale facility in response to reduced revenues. The growth of Outreach may initially have a negative impact on

the numbers of students served at the Hinsdale facility but the Center is also committed to preserving the core of its business which still serves over 130,000 students each school year. The Center continues to introduce exciting new technology at all its locations for more interactive presentations. Programs using Power Point and e-Instruction are already in regular use at Homan Square and in Outreach and we plan to expand their use in Hinsdale to maximize the visual impact of our presentations on students.

Meeting the Challenge through Partnerships

In 2003, the Center also met many market challenges by partnering with some of the most powerful organizations in Chicagoland. We joined the Susan G. Komen Foundation in championing breast cancer awareness and we also joined three additional organizations of **AWARE**: the Care and Counseling Center, Greater DuPage MYM, and the YMCA DuPage District. In the city of Chicago, we forged partnerships with Prevention Partners and Chicago Communities in Schools. (CCIS)

We partnered with Hinsdale Hospital to offer our 8th Annual Body Trek summer camp. We also received the unwavering support of many of our donors through the Annual Appeal, the Golf Invitational and the American Girls Fashion Show. Their support made it possible for us to meet these challenges head-on and change our delivery methods and styles to address the ever-changing needs of new generations of students.

Meeting the Future

Fiscal year 2003 represents a pivotal year in the history of Robert Crown Center. While shrinking donor budgets, state budgets, and school budgets presented challenges, we rose to the challenge by exploring new markets and creating new opportunities. Our mission, "to provide timely, innovative and visually stimulating health education programs," stands as strong and as vital as ever, since we have had the foresight to carve out new ways of delivering that message. We thank all our supporters in their dedication to the mission of health education. It is a mission well worth fighting for in meeting today's challenges and the future as well.

Jim Brace
Chairman

Opportunities

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Annual gifts help to strengthen and maintain all of Robert Crown Center programs. We extend our deepest gratitude to those individuals, foundations, and corporations, whose generosity has helped the Center continue to provide quality preventive health education to our children.

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Golf Invitational

The 20th Annual Golf Invitational was held at Hinsdale Golf Club. It offered a day of fun and exercise as well as an evening of dining and dancing. With heart felt appreciation to those listed for helping us raise more than 20% of the money needed for the Center's operating fund.

New Opportunities

American Girls Fashion Show

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American Girls Fashion Show

An American Girls Fashion Show sponsored by the Women's Auxillary of the Robert Crown Center, raised more than \$45,000 in 2003 for the Center's New Chicago Homan Square Program. A special thanks to those listed who helped to ensure the success of this event.

Karen Fiascone
Lori Flannery
Maureen Forhan
Noelle Gammie
Pam Gaynes
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Andy Gerow
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Thank you to those whose generous gifts honored these friends of the Robert Crown Center...

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Thank you to those whose thoughtful gifts help to sustain the memory of...

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Opportunities

Discussion of Financial Condition

Financial Statement Presentation

The Center has adopted Statement of Financial Accounting Standards (SFAS) No. 117, "Financial Statements of Not-for-Profit Organizations". Under SFAS No. 117, the Center is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets (consisting of undesignated and temporarily designated amounts), temporarily restricted net assets, and permanently restricted net assets. In addition, the Center is required to present a statement of cash flows. As permitted by this new statement, the Center has discontinued its use of fund accounting and has, accordingly, reclassified its financial statements to present the three classes of net assets required.

Contributions

The Center has also adopted SFAS No. 116, "Accounting for Contributions Received and Contributions Made". In accordance with SFAS No. 116, contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support depending on the existence and/or nature of any donor restrictions. The ratio of allocated costs to amount raised was 31.5% in fiscal year 2003.

Investments

In accordance with SFAS No. 124, "Accounting for Certain Investments Held by Not-for-Profit Organizations", investments in equity securities with readily determinable fair values, and all debt securities are reported at market value.

Combined Statement of Financial Position

Assets	June 30,	
	2003	2002
Current assets:		
Cash and cash equivalents	\$ 456,020	\$ 566,352
Investments	3,740,283	3,661,774
Accounts receivable	9,095	7,858
Grants receivable	–	128,000
Deposits	3,754	–
Prepaid expenses	<u>24,742</u>	<u>23,679</u>
Total current assets	<u>4,233,894</u>	<u>4,387,663</u>
Fixed assets:		
Land	225,911	225,911
Land improvements	101,936	101,936
Building	703,757	703,757
Building improvements	782,577	779,077
Exhibits, furnishings and fixtures	<u>2,346,762</u>	<u>2,322,849</u>
	4,160,943	4,133,533
Less accumulated depreciation	<u>3,036,425</u>	<u>2,798,946</u>
Fixed assets - net	<u>1,124,518</u>	<u>1,334,584</u>
Total assets	<u>\$ 5,358,412</u>	<u>\$ 5,722,247</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 75,124	\$ 94,861
Line of credit	146,000	35,000
Deferred income	<u>39,422</u>	<u>46,765</u>
Total current liabilities	<u>260,546</u>	<u>176,626</u>
Net assets:		
Undesignated	1,007,082	1,402,678
Temporarily designated	346,889	420,128
Permanently restricted	<u>3,743,895</u>	<u>3,772,815</u>
Total net assets	<u>5,097,866</u>	<u>5,545,621</u>
Total liabilities and net assets	<u>\$ 5,358,412</u>	<u>\$ 5,722,247</u>

Combined Statement of Changes in Net Assets

For the years ended June 30, 2003 and 2002

	<u>Undesignated</u>	<u>Temporarily Designated</u>	<u>Permanently Restricted</u>	<u>Total</u>
Net assets, June 30, 2001	\$ 1,242,305	\$ 673,931	\$ 4,127,509	\$ 6,043,745
Increase (decrease) in net assets for the year ended June 30, 2002	<u>160,373</u>	<u>(253,803)</u>	<u>(404,694)</u>	<u>(498,124)</u>
Net assets, June 30, 2002	1,402,678	420,128	3,722,815	5,545,621
Increase (decrease) in net assets for the year ended June 30, 2003	<u>(395,596)</u>	<u>(73,239)</u>	<u>21,080</u>	<u>(447,755)</u>
Net assets, June 30, 2003	<u>\$ 1,007,082</u>	<u>\$ 346,889</u>	<u>\$ 3,743,895</u>	<u>\$ 5,097,866</u>

Combined Statement of Activities

For the year ended June 30,

	<u>2003</u>				<u>2002</u>
	<u>Undesignated</u>	<u>Temporarily Designated</u>	<u>Permanently Restricted</u>	<u>Total</u>	<u>Total</u>
Support and revenue:					
Contributions	\$ 51,593	\$ 35,500	\$ 136,675	\$ 223,768	\$ 131,308
Student fees and admissions	359,670	-	-	359,670	392,636
Grants	52,508	25,000	-	77,508	361,569
Investment income	882	1,852	52,681	55,415	90,206
Membership dues	7,250	-	-	7,250	6,830
Special fund raising activities	253,164	57,178	-	310,342	315,234
Realized and unrealized gains (losses) on investments	133	(751)	58,611	57,993	(252,113)
Other	11,483	3	-	11,486	16,789
Net assets released from restrictions:					
Satisfaction of restrictions	<u>418,908</u>	<u>(192,021)</u>	<u>(226,887)</u>	<u>-</u>	<u>-</u>
Total support and revenue	<u>1,155,591</u>	<u>(73,239)</u>	<u>21,080</u>	<u>1,103,432</u>	<u>1,062,459</u>
Expenses:					
Program services	1,202,364	-	-	1,202,364	1,231,201
Support services:					
Administration	102,655	-	-	102,655	101,348
Fund raising	<u>246,168</u>	<u>-</u>	<u>-</u>	<u>246,168</u>	<u>228,034</u>
Total expenses	<u>1,551,187</u>	<u>-</u>	<u>-</u>	<u>1,551,187</u>	<u>1,560,583</u>
Increase (decrease) in net assets	<u>\$ (395,596)</u>	<u>\$ (73,239)</u>	<u>\$ 21,080</u>	<u>\$ (447,755)</u>	<u>\$ (498,124)</u>

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