



Concordia
Place

35th Anniversary Year Book

2016-2017 Annual Report



Serving children &
families since 1981

From Founder and Board Chair, Rev. Nicholas J. Zook

Concordia has been serving Chicago children and families since 1981. But we are not the same organization now that we were back then.

When the three single mothers approached me for help with child care just three days into my call as pastor at Concordia Church, the church took to heart Christ's second commandment, Love thy Neighbor, and set out to serve children and families.

The resulting journey was transformational. Doing things we had never done before—and never imagined doing. Visionary planning. Extensive fundraising. Mortgaging the parsonage for early funding. Meeting new neighbors. Managing the \$10 million acquisition and renovation of a vacant church and school. And in September 2006, opening Concordia Place on Whipple. Ten years later, we celebrate the opening of Concordia Day.

We continually reinvent ourselves. We keep changing as the needs around us change.

We may have started as “the little church that could,” but with the continued partnership between Concordia Church and Concordia Place, the addition of Concordia Day, and the overwhelming generosity of so many, our journey continues.



“

“We continually reinvent ourselves... changing as the needs around us change.”

From President/CEO, Brenda Swartz

In 2014, the Concordia Place Board of Directors created Vision 2020, a bold, four-prong strategy to increase access to education, care, and opportunity for young children, teens, and their families.

Vision 2020: Generate, Collaborate, Advocate, Replicate.

The opening of Concordia Day on Ravenswood in August 2016 was a major milestone for Generate. We are striving to break the norm that nonprofits must do long-term work with short-term funding.

As our social enterprise, Concordia Day leverages our knowledge, identity, and existing markets to create a new funding source that not only strengthens our mission, but enables a long-term vision and mission growth. And plans for additional Concordia Day centers are underway.

With a priority on **Generate**, we are simultaneously exploring ways to **Collaborate** to serve people in a more comprehensive and cohesive way. And the last two years in particular, we have been using our voice to **Advocate** for all children and families - even when we don't serve them directly. Ultimately, our goal is to **Replicate** our economically inclusive model so children and families, regardless of their economic level, have growth and opportunity—together.

“

“We are striving to break the norm that nonprofits must do long-term work with short-term funding.”

★

VISION 2020

Our strategy & movement into the future of Concordia Place

12



1981
Concordia Lutheran Church responds to the request of 3 single mothers and creates a child care center to provide after school care for 12 children ages 6 to 12 years old

100



1989
Concordia adds a preschool for children ages 3 to 5 years old
1990's
NAEYC accreditation helps grow enrollment to almost 100



2006
Concordia opens its second center and serves all ages – infants, young children, teens, adults and seniors

300



2008
Enrollment across programs grows to over 300
2011
Teen Leadership offers paid internships so teenagers build skills and real work experience

800



2016
Concordia Day launches to address the shortage of child care and support the Concordia Place mission

Across all programs, Concordia serves 800 people each year



GENERATE

Create new funding sources to ensure our mission



COLLABORATE

Partner with organizations that complement our mission to serve more people in a more cohesive and comprehensive way



ADVOCATE

Inform on the impact policies and procedures have on effectively serving children and families



REPLICATE

Serve more low-income and working poor families with our economically inclusive model

Early Learning and Preschool

Preparing children for a life of learning, while giving parents freedom to work and pursue opportunity for their families



LONG-LASTING EFFECT

The positive effects of early child care are still evident at age 15. On average, children who had quality early learning not only outperform other children academically, they have fewer adolescent behavior problems. This proved true even across economic levels. *-2010 Child Development Journal*



QUICK FACTS

- 325 children 6 weeks through 5 years old in 16 classrooms (10 at Concordia on Whipple and 6 at Concordia on Seeley)
- Education and care is year round, 11 hours a day
- Teachers with degrees in early childhood development or education
- Organic lunches and healthy snacks; enrichment activities, such as yoga, music, and Spanish
- Accredited by the National Association for the Education of Young Children (NAEYC) and Excelerate Gold Circle



IMPACT

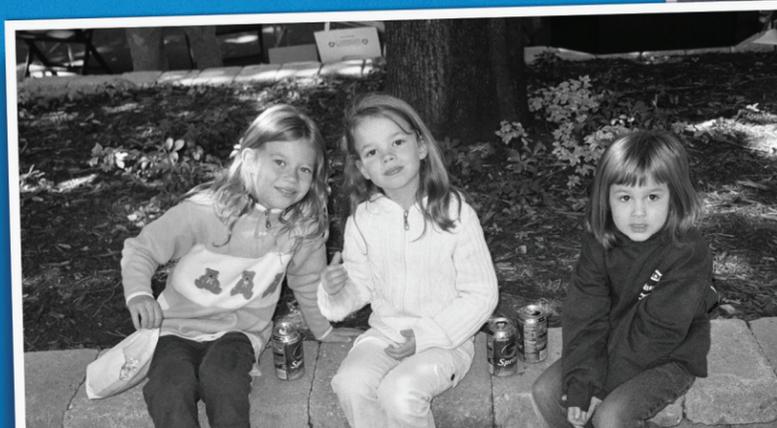
- Rich, multi-faceted diversity of economic, racial, faith and family structures
- With tighter eligibility, only 25% of children receive state Child Care Assistance Program (CCAP) funding. Our sliding tuition scale provided access to quality learning and care that would otherwise not be available to almost 125 children
- Almost 90% of children meet or exceed developmental standards in either language or math skills
- More than 95% of parents report that our year-round programs help them obtain / keep their employment



“

My grandson is getting an excellent education and structured day. Concordia Place has also helped out his mom, my daughter. She is a single parent and was struggling to find quality care she could afford while she was in school. She has now received her bachelor's degree and is working full time. That would not have been possible without Concordia Place.”

- Essy, grandmother of a Concordia Place preschooler



◀ Left: Children enjoy the Fall into Fun street fair at Concordia Place on Seeley (1998)

Center: Mayor Richard Daley attended the Concordia on Whipple ribbon cutting (January 7, 2007)

Right: Congressmen Rahm Emanuel and Louis Gutierrez announce the \$4 million grant to launch Concordia Place on Whipple at a press conference (July 6, 2004)

School-Age 365

Enriching lives all year so learning continues uninterrupted



WASTING RESOURCES

Teachers typically spend 4-6 weeks re-teaching material that students forgot over the summer. Children in lower income homes see a larger drop in summer learning loss than children in middle- and upper-income homes. *-onlinecollege.org May 15, 2012*

QUICK FACTS

- Children 6-12 years old are escorted from area schools
- After school until 6pm; full days when schools are closed
- Summer Camp is 7am-6pm for the full 10 weeks of summer
- Enrichment activities incorporate Illinois Learning Standards so children have fun and learn

IMPACT

- 90 children were safe when school was not in session
- Almost 90% of children are in families earning less than \$36,000 a year
- 85% minority (more than 75% Latino)



Above: Ground breaking for Concordia on Whipple (August 2005)

Right: Team building and nature experience with teens (2008)

“

I met some of my best friends at Concordia Place. If I didn't come to Concordia Place, I would be home alone...I'd rather be here than at home because we get help on homework when we need it.”

- School-Age 365 student, age 8

CHOOSING QUALITY

30% MARKET RATE

Families with the means to afford options choose Concordia Place for its excellence and its multi-faceted diversity

SUPPORTING LOW-INCOME

30% PUBLIC SUPPORT

Almost half our families earn < \$26,000 a year total. The Illinois Child Care Assistance Program helps parents that are full-time employed (or students) and have household income < \$36,000 (family of three)

SERVING THE GAP

40% SLIDING SCALE

Families caught in between - ineligible for public support, yet unable to afford options - have access to quality care through privately funded scholarships and our sliding scale, which discounts tuition up to 60%

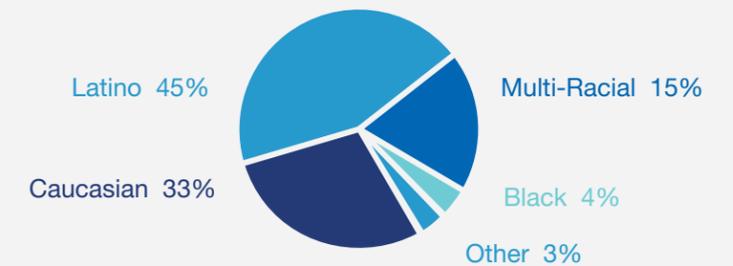


A PLACE FOR ALL

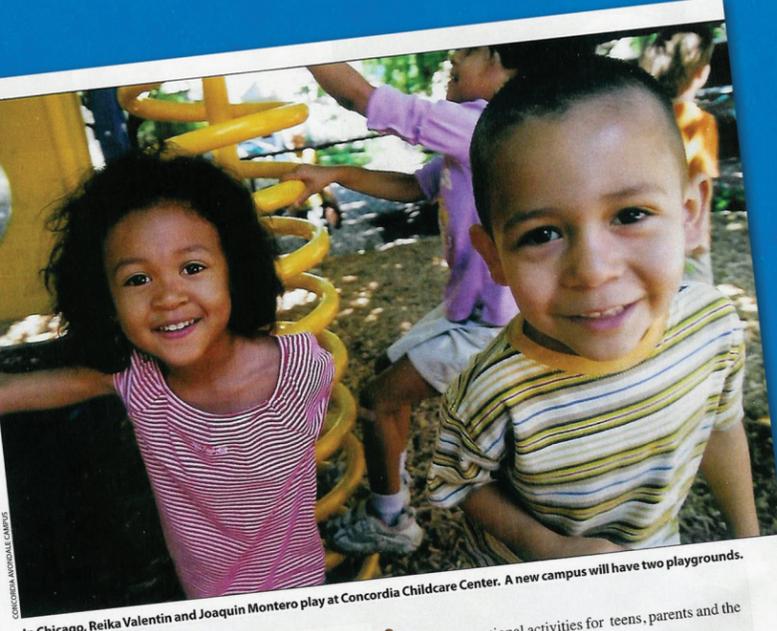
Concordia Place serves single-parent and low-income families through economically inclusive programs. Unfortunately, economic segregation is embedded into much of the early childhood systems in the US. Concordia developed a demonstration model for the U.S. Child Care Bureau proving economic integration is a viable way to serve low-income families.

As a result of our mission to serve all our neighbors *there is a rich, multi-faceted diversity of races, economic levels, and faith backgrounds.*

RACIAL DIVERSITY



Making Waves in the News



In Chicago, Reika Valentin and Joaquin Montero play at Concordia Childcare Center. A new campus will have two playgrounds.

Chicago congregation breathes new life into Catholic school, rectory

THE LITTLE CHURCH THAT COULD

By Cindy Novak

March 2006

A church on Chicago's North Side perhaps should be called "The little church that could." Concordia Lutheran Church has a membership of fewer than 200, but it has transformed a Roman Catholic school and rectory into a \$12.5 million campus that will serve all ages when its community and learning center opens this fall.

The congregation has offered preschool, after-school and summer camp programs for 25 years, currently serving 88 children, ages 3 to 12.

When it opens Concordia Avondale Campus (one mile away) it will serve an additional 211 children, including infants and toddlers, through its child-care center. It will offer programs and educational and recreational activities for teens, parents and the elderly.

Plans for the Avondale site began about 10 years ago after Nicholas Zook, pastor, realized the congregation's child-care center had as many children on the waiting list as it had enrolled in the program. "I asked members, 'Why is the vision of the church limited to the perimeters of the building? Why do the walls define how far we could go?'" he recalled.

So Zook asked his ward's alderman if property was available for the congregation to acquire. He learned the former St. Veronica Roman Catholic School and rectory were available. With help from elected officials, private donations, and city, state and federal grants, Concordia purchased the century-old buildings—considered by many as architectural treasures—in 2001. Renovation and construction work began last year. It includes restoring some of the building's original architectural features—such

CRAIN'S CHICAGO BUSINESS

July 22, 2016

This new day care center will help fund others for low-income families

By LISA BERTAGNOLI

Concordia Day in Ravenswood.

Nonprofit Concordia Place has a plan for Concordia Day, the market-rate day care center it's opening Aug. 8.

The 6,000-square-foot center, across from Ravenswood's Metra station, is decked out in blond wood, leaf-green wainscoting and plenty of tiny furniture. All 18 staff members have degrees in early childhood education.

"This isn't babysitting," says Brenda Swartz, CEO of Concordia Place, a \$4.2 million nonprofit social services agency launched some 35 years ago out of Concordia Lutheran Church in North Center.

Proceeds from Concordia Day, which charges \$2,115 a month for infants, \$1,850 a month for toddlers and \$1,635 a month for 2- and 3-year-olds, will underwrite Concordia Place's programs for lower- and middle-class children, teens, adults and seniors.

DentalTown Belmont Dental Town See Insert Inside

dna info Avondale

July 29 - July 31, 2016

This Summer Job in Avondale Doesn't Stink

There are 20 (and counting) bath and body products in the Ruckus Entrepreneurs line. (DNAinfo/Janet Rausa Fuller)

BY JANET RAUSA FULLER janetfuller@gmail.com

Bella Ramirez could have washed dishes at her family's restaurant in Logan Square to earn money this summer. Instead, she's working at a Starbucks on the North Side. The location changes each month. Earlier this month, they were at the Starbucks at Southport Avenue and Roscoe Street. On Aug. 12, they'll be at the Lincoln/Damen/Irving store.

Ramirez, who will be a junior at Von Steuben.

"I don't think any of my friends are making products and in charge of marketing and figuring out what to name them and what they should look like," said 18-year-old Alexandra Villafane of Melrose Park.

The teens maintain two gardens, one in a corner of the playlot at Concordia, 3300 N. Whipple St., and a larger one at Carl Von Linne Elementary, one block east on Sacramento.

Since the program's inception in 2010, they have developed 20 products bearing the Ruckus label: soaps, salves, deodorants and lip balms (their best seller at \$3 a tube).

The graphics are catchy, and the names are cheeky — Bergamot Thyme Bomb shea balm, Pearapalooza lip balm — and they're free of the chemicals found in mass-produced brands.

What they don't grow, they buy locally. "If they don't grow, they buy locally or opt for organic. Some of the honey they use comes from a beehive at Concordia," said the Ruckus program manager. "Those who expect to the youths who outgrew the center's after-school program. (Concordia also runs a day care and adult enrichment and senior wellness programs; 73 percent of the families they serve are low-income.)"

"Kids would leave us when they were 15, 16, because they needed a job. So it was, 'OK, how can we make

Starbucks and After School which sponsors some of the weekly sessions, particularly price fluctuations of product cost breakdowns in financial between storming goofy names for new products, and so they lavender essential oils and it starts making of what's going on world," Siebert said. "But making a chief goal."

For every bar of balm sold, one is donated to the organization with a Night Ministry. "Those who expect to the youths who outgrew the center's after-school program. (Concordia also runs a day care and adult enrichment and senior wellness programs; 73 percent of the families they serve are low-income.)"

"Kids would leave us when they were 15, 16, because they needed a job. So it was, 'OK, how can we make

ANSWERED PRAYERS

GROWING COMMUNITY CENTER'S CHURCH REHAB SERVES MANY PURPOSES

By Laurie Petersen

January 2012

CHICAGO TRIBUNE SECTION 2 C METRO WEDNESDAY JULY 7, 2004

It's a 'go' for new day care center

Avondale building to be refurbished

CHICAGO SUN-TIMES August 2016

ANOTHER VIEW

Child care agency looks past state woes to survive

MARK BROWN

Faced with the challenges of depending on an unreliable funding partner in the state of Illinois, a nonprofit North Side social service agency is taking an entrepreneurial approach to its future survival.

Concordia Place, which serves low-income and working families with a variety of programs in the North Center and Avondale neighborhoods, is opening a new child care center in Ravenswood.

Concordia Day will charge market-rate tuition to area families looking for a high-quality early learning option for their infants and toddlers, with the expected net revenue to be used to help underwrite subsidized programs at the agency's two other locations.

"It is our long-term solution to the state's financial volatility," Concordia Place President and CEO Brenda Swartz told me Tuesday at a ribbon-cutting for the new facility at 4809 N. Ravenswood.

Swartz is banking on socially conscious parents willing to pay top dollar for

himself and limited the cuts, the damage was done. Many families pulled out of child care and never came back.

Coupled with the long delay before Rauner and lawmakers agreed on a state budget that halted or postponed payments, many providers were forced to close their doors or cut staff.

"This has been a very tough two years," Swartz said. "We had the rug pulled out from under us."

Concordia Place weathered the storm but sees more dark clouds ahead as the state limps along on a six-month budget without the increased tax revenue that even Rauner admits will be necessary.

Swartz said the anticipated \$100,000 annual proceeds from Concordia Day — in excess of the cost of delivering the service — should help smooth out the turbulence.

Concordia Day will open with slots for 47 children ages 6 weeks to 3 years old. Unlike at the other locations, all of their parents will be charged full freight, ranging from \$2,115 a month for infants to \$1,635 for 2- and 3-year-olds.

"This is a community where the demographics support that," Swartz said.

The center, which is set to open Aug. 8, will have four classrooms, two with cribs and baby-sitting. Our teach

Teen Leadership

Preparing tomorrow's leaders



WIDENING SKILLS GAP



A widening skills gap is plaguing the workforce—meaning that today's workforce is not prepared for today's jobs—and an even more alarming problem is that youth from low-income communities do not have access to the same opportunities to build desired employability skills as their affluent peers.

- American Institutes for Research, "Beyond the Bell" series, 2015



QUICK FACTS

- Teen Leadership programming is offered year-round at Concordia on Whipple providing hands-on activities and service projects that build a wide-range of leadership, social, emotional and entrepreneurial skills
- Awarded Illinois After School Network's 2014 Best Practice award
- Teens represent more than 40 middle & high schools across Chicago



IMPACT

- More than 200 Chicago area teens were connected to leadership development and/or paid employment opportunities that drive academic, career and personal achievement
- 52 paid internships provided at-risk teens with the experience of running their own all-natural teen-made body care business, Ruckus Entrepreneurs
- 167 teens learned about ecology and nutrition by planting, harvesting and cooking produce from their 1,180 square feet of green, organic gardening space



EMERGING LEADERS AT CONCORDIA

Ecology, nutrition, and culinary skills intersect as teens plant, maintain, and harvest produce from their own garden; plan and cook nutritious meals; and eat a family-style dinner together. Leadership, team-building and conflict resolution, career exploration and resume preparation are woven throughout the program.



EMERGING LEADERS IN SCHOOL

Middle school students engage in a weekly Emerging Leaders session during a class right in their school. Currently at Carl Von Linne, a Chicago Public School in Chicago's Avondale community.



RUCKUS ENTREPRENEURS

Paid interns engage in all aspects of this teen-run body care business: they define the target market, plan the product line, determine price points, create the budget, market, sell, and even hand-craft the products on site at Concordia on Whipple.



Ruckus products are great for corporate event take aways, wedding favors, welcoming a new client or employee, appreciation for referrals, hostess gifts... the list is endless! Contact us for bulk orders. ruckus@concordiaplace.org

Ruckus products are available through the online store at www.RuckusTeens.org and at many outlets in the area:



"Lakeside Bank has partnered with Concordia to give Ruckus products to each guest at our annual Women Who Make a Difference event. The guests love the products and are surprised how the teens craft such high-quality facial soaps and shea balms. But our guests really appreciate the double impact of the gift - that at-risk teens are learning real life skills as they run their business."

-David Pinkerton, President and Vice Chairman



◀ Left: Teens in the first leadership program work on their resumes (2007)

Right: The teens created a garden at a nearby public school (2010)

Adult Enrichment & Senior Wellness

Bridging linguistic barriers, and building vitality & connection



AGING IN PLACE

80% of those over age 45 want to remain in their own homes even when they need assistance.

—Study by AARP Inc.



Concordia Place is proud to present its new **mission sister**

QUICK FACTS

- In partnership with Truman College, English as a Second Language (ESL) classes help adult students 8 hours a week with language skills that further education and career goals
- Senior Wellness, geared for gracefully aging bodies, offers Yoga 2 days a week
- Home-bound seniors receive transportation and other services from our trained Senior Lift volunteers

★ IMPACT

- 1,000 individual, free meals to seniors in the Concordia Place “Café”
- 95 free Yoga classes to area seniors each year
- 782 hours of service to home-bound seniors in 2016
- 125 adult students learned English in 5 ESL sessions last year



QUICK FACTS

- Concordia Day on Ravenswood opened August 8, 2016 and is already surpassing enrollment targets
- Licensed for 47 children, birth - three years old
- Four classrooms
- Indoor and outdoor play spaces
- 15 teachers and staff
- Plans underway for two more centers by 2020



◀ Left: English as a Second Language classes with Truman College first started August 2006

Right: Rev. Nicholas Zook, Dan Formeller, and Michael Chwistek at a fundraiser in the Concordia on Seeley gym (1988)



Early Learning with a Mission

Our Generate Solution

GO FUND



THE NEED

Two thirds of children under two years old in Illinois do not have access to early learning.
(2011 Early Care and Education in Illinois report by IFF)
 Compound that with the volatile economic climate in Illinois for social services.

Concordia Place is leveraging our 35 years of experience to open 3 new early care and education centers that will serve approximately 150 infants, toddlers, and two year olds by 2020.



Concordia Day fuels the Concordia Place mission each year.



As a social enterprise, Concordia Day revenue supports the Concordia Place mission where the need is greatest.



“To me, it was important to be part of the GO Fund Campaign because I know my gift makes a difference in children’s lives now and also for years to come.”

Rev. Arnold Pierson, GO Fund Donor



“Social enterprise activities offer nonprofit organizations the opportunity to generate earned income which in turn will provide consistent cash flow to further the mission of the organization.”

A 2010 joint report by the National Executive Service Corps and the University of New York

Making it Happen

Growth and Opportunity (GO) Fund Campaign

Our funding strategy for the launch and start up of three Concordia Day centers is a combination of Concordia equity, debt, and the Growth and Opportunity (GO) Fund Campaign. Our goal is \$1,805,000.

As a blended campaign, gifts support the Concordia Place mission today and will change lives every year through our social enterprise, Concordia Day.



SPECIAL THANKS

Campaign Early Contributors

Through March 2017

\$100,000 and above

Daniel Formeller

\$25,000- \$99,999

Carl Bostrom

Searle Funds at The Chicago Community Trust

Mark and Joni Croll

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Thrivent Financial

\$15,000- \$24,999

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\$5,000- \$14,999

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To learn more or donate visit
www.concordiaplace.org.

773-463-1600

Concordia on Seeley

3855 N Seeley Ave
Chicago, IL 60618

Concordia on Whipple

3300 N Whipple St
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Concordia Day

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Chicago, IL 60640



Concordia Place is a Ministry of
Concordia Lutheran Church, ELCA.