keeping kids healthy, happy, and safe

Robert Crown

Centers for Health Education

2010/2011 ANNUAL REPORT
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Rose Tenuta
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Tara Witt

“The beautiful thing about learning is that no one can take it away from you.”
—B.B. KING
Dear Friends,

The mission of the Robert Crown Center for Health Education has never been more vital. The health and well-being of our children provides the foundation for a productive and healthy future for our communities. We are proud to continue a legacy of leadership for our kids and the adults who influence them, emphasizing prevention, which is the emerging focus of health care in the 21st century.

We celebrate a collaborative approach throughout our organization. From the Aurora University Institute for Collaboration to the classes we teach at the Museum of Science and Industry, we are working with key partners to achieve our shared goal of a healthier community. Additionally, our RCC staff members sit on a number of committees influencing policy and national discussion surrounding health education. We are proud to provide leadership and direction in groups such as the Adolescent Health Committee of the Healthy Chicago Initiative.

In preparation for a renewed emphasis on health education as a critical national prevention strategy, the RCC senior leadership staff and Board of Directors responded with a new strategic vision for the organization:

*By 2014, the Robert Crown Center will have a health content delivery system that is relevant, sustainable and effective for children and their influencers.*

It is our sincere hope you will join us as we continue to meet the rising challenges surrounding health education. Through your support, YOU have a unique opportunity to help our kids learn how to make positive decisions that will last a lifetime.

Be healthy,

*Kathleen M. Burke*

*Kathleen M. Burke*
Strategic Vision and Mission Statement

**MISSION:** The Robert Crown Center for Health Education leads, educates, and motivates our kids toward healthy, happy and safe lives.

**STRATEGIC VISION:** By 2014, The Robert Crown Center will have a health content delivery system that is relevant, sustainable, and effective for children and their influencers.
**Critical in everything we do:**

**Integrity** –
Our commitment to truth and reliability creates alignment between our practice and beliefs.

**Collaboration** –
We foster active partnerships with youth, parents, educators, funders, leaders and lawmakers to advance the health education priorities in the communities we serve.

**Excellence** –
We have a resounding commitment to educational best practices and organizational excellence that extends to every member of our staff and board.

**Prevention** –
Our work builds a strong foundation in youth by providing them with the knowledge and tools they need to navigate the physical and emotional changes they face as they grow.

**We aspire to promote:**

**Innovation** –
We strive for a culture of innovation that extends from service delivery to thought leadership, keeping us at the forefront of exceptional health education.

**Leadership** –
We develop and celebrate leadership throughout our organization and beyond, as we influence and guide community decision-making groups.

**Diversity** –
We seek to integrate the breadth of perspectives represented in the diverse communities that we serve throughout the organization.

**Sustainability** –
Decision making balances financial capacities with the needs of our communities to ensure a long vibrant future.
Ask anyone who grew up in the Chicago area and you’ll hear about their distinct recollections of their class field trip to the Robert Crown Center for Health Education (RCC) in Hinsdale. We’re proud of our unique, and some might say iconic, place in the history of health education in Chicago, and in the nation.

As America’s very first free-standing health education center, RCC has been a leader and innovator in the field for half a century. We’ve taught more than 5 million students our science-based programs about healthy eating, puberty, human reproduction, tobacco, alcohol and drug abuse prevention. We reach more than 80,000 young people from eight counties annually. Our vast experience and knowledge allows us to remain the premier health education resource center in the U.S.
**Aurora Partnership**
RCC serves on the Community Leaders Committee of the Aurora University Institute for Collaboration. The Institute unites the resources of the university and greater Aurora community to address critical issues in education and health. Our work with the Institute includes a founding seat on the Healthy Living Council, curriculum development in the new Masters in Teacher Leadership (MATL) degree program, teacher professional development, and the creation of the STEM partnership school. In collaboration with Community in Schools, RCC educators are part of the community-sponsored after school program and summer science exploration camps.

**Chicago Homan Square**
At our Homan Square campus in Chicago’s North Lawndale community, we are privileged to be a part of positive change on the city’s west side. We offer important information and training for students and adults challenged to make healthy decisions each day. As a partner in the Homan Square development, we are part of a team in the neighborhood that “walks the walk,” teaching kids skills to build a lifetime of constructive choices.

**Hinsdale**
At our Hinsdale campus, we’ve revamped our classroom experiences to provide more interactive, real-time experiences for kids. Using the latest technology and educational best practices, learning at RCC and through our classroom outreach programs is more engaging than ever for kids and adults.

**Museum of Science & Industry Classes**
RCC’s educational expertise is also utilized through a unique partnership at the Museum of Science & Industry (MSI). RCC Educators teach the “Life Begins” Classes at the Museum as part of its Center for Advancement of Science Education programming. The “Life Begins” Learning Lab includes a Lab Guide, and incorporates the Museum’s prenatal exhibit and “Make Room for Baby” interactive display from the “YOU! The Experience” exhibit.
Innovations

The legacy of success at the Robert Crown Center for Health Education thrives in an environment of curiosity. This culture of innovation extends to every facet and person of the organization. Backed by expansive depth of credentials, it represents a storied commitment to education that is delivered in a relevant and forward-thinking manner. This capacity for innovation solidifies the Robert Crown Center as a national leader in the field.
PEP
“PEP” (Parent Education Program) Talks is a project designed to support parents with a collection of video vignettes featuring families having positive conversations with their children about sensitive topics, such as puberty, sexuality, and decision-making. Along with the videos, parents have access to “tool kits” of materials and links to help them become more comfortable having these important conversations with their kids.

Research shows as children grow, they are looking to their parents for information about growth and development, peer pressure, and the choices and risks associated with sex. Teens report that more than any other source (friends, siblings, media, teachers) their parents influenced their decisions. But how do you start the dialogue? RCC’s “PEP” Talks help parents recognize those “teachable moments” and to engage children in the appropriate dialogue based on their child’s age and developmental level.

Heroin
The Robert Crown Center for Health Education (RCC) in partnership with the Hruby family, an advisory team of experts and affected families, developed one of the nation’s first heroin education and prevention initiatives. The goal of the project is to stop the growing trend of heroin use and addiction among our youth across America.

Though heroin is thought of by many as a drug primarily used in large cities, there’s been an alarming increase in heroin use and addiction in the suburbs of many cities including Chicago. Due to low cost and high purity levels, high school and college age students are experimenting with the drug unaware of the high propensity for addiction. Heroin use is disrupting lives and tragically, causing deaths as this new generation of young heroin addicts grows.

The Hruby family reached out to RCC after experiencing their own personal heroin tragedy. Reed Hruby, grandson of Roger and Nadeane Hruby, lost his battle with heroin addiction and recovery in July, 2008. The Hruby family, and all involved in this project are committed to stopping the devastation caused by this drug through prevention and focused on early, comprehensive education.
Integration of Mathematics and Science with Health

In the summer of 2009 health served as an engaging topic to teach math and science concepts in concrete ways. We have been working with an innovative group of passionate partners led by the Institute for Collaboration at Aurora University. As a partner in this groundbreaking collaborative, the strategies developed address the type of changes that need to be made if we are to improve our nation’s mathematics and science competency. Through this partnership, we developed highly successful teacher development workshops funded by the State’s Illinois Math and Science Project.

Integrating math, science, and health enables important health concepts to be taught within the math and science classes which increases accessibility to children and educates all teachers about healthy living. RCC educators developed and teach two day-long teacher workshops in which elementary and middle school math and science teachers learned how to incorporate health issues into their curricula. In the summer of 2009, we chose the topic of alcohol abuse among teenagers, and developed standards-based activities to show math and science teachers how to present concepts in their subjects using the issue of alcohol abuse. For 2010, we developed and presented two similar workshops using the topics of obesity, fitness and nutrition. In 2011 we used engineering to explain how the human body works.
The RCC staff contribute to conferences, forums, unique classes, and serve on numerous substantive committees influencing the future of health education for our kids including:

- CEO Kathleen Burke serves on the Community Leaders Committee of the Institute for Collaboration.

- CEO Kathleen Burke serves on the Adolescent Health Committee of the Healthy Chicago Initiative.

- CEO Kathleen Burke and Curriculum Manager Andy Wentling taught pre-service teachers at DePaul University and the University of Illinois at Chicago.

- Curriculum Manager Andy Wentling and Health Educator Rose Tenuta demonstrated teacher training techniques integrating health into math and science curriculum at the 2011 American School Health Association annual conference in Louisville, Kentucky.

- Manager of Curriculum Andy Wentling presented the keynote address at the ISHA (Illinois School Health Association) Annual Meeting.

- Director of Communications Joan Olson serves on the Elmhurst Youth Commission.

“Creativity is thinking up new things. Innovation is doing new things.”
—THEODORE LEVITT
## Admissions/Attendance
### 7/1/10-6/30/11

<table>
<thead>
<tr>
<th>Location</th>
<th>Students</th>
<th>Teachers</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HINSDALE</strong></td>
<td>34,680</td>
<td>2,337</td>
<td>1,230</td>
</tr>
<tr>
<td><strong>OUTREACH</strong></td>
<td>46,594</td>
<td>2,595</td>
<td>4,111</td>
</tr>
<tr>
<td><strong>HUMAN SQUARE</strong></td>
<td>5,541</td>
<td>436</td>
<td>118</td>
</tr>
<tr>
<td><strong>BODY TREK</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hinsdale</td>
<td>43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homan</td>
<td>19</td>
<td></td>
<td></td>
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<tr>
<td><strong>TOTAL STUDENTS</strong></td>
<td>86,877</td>
<td></td>
<td></td>
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<tr>
<td><strong>TOTAL TEACHERS</strong></td>
<td>5,368</td>
<td></td>
<td></td>
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<tr>
<td><strong>TOTAL OTHER (Primarily parents)</strong></td>
<td>5,459</td>
<td></td>
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Donors

Donors contributing greater than $50,000.
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Reed Hruby Foundation

Donors contributing $10,000 to $49,999.
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The Gendell Foundation Inc.
Hensley & Associates Incorporated
Kramer Foods
Robert Crown Center for Health Education  
Statements of Financial Position  
For the years ended June 30, 2011 and 2010

### Assets

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>237,765</td>
<td>77,426</td>
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<tr>
<td>Investments</td>
<td>4,371,442</td>
<td>4,232,425</td>
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<tr>
<td>Student fees and admissions receivable</td>
<td>14,571</td>
<td>91,872</td>
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<tr>
<td>Grant and contributions receivable</td>
<td>82,382</td>
<td>2,117</td>
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<tr>
<td>Accrued interest receivable</td>
<td>13,195</td>
<td>16,722</td>
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<tr>
<td>Deposits and prepaid expenses</td>
<td>6,400</td>
<td>7,647</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$4,725,755</td>
<td>$4,428,209</td>
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<table>
<thead>
<tr>
<th><strong>Property and equipment:</strong></th>
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<tbody>
<tr>
<td>Land</td>
<td>225,911</td>
<td>225,911</td>
</tr>
<tr>
<td>Land improvements</td>
<td>162,137</td>
<td>101,937</td>
</tr>
<tr>
<td>Building</td>
<td>703,757</td>
<td>703,757</td>
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<tr>
<td>Building improvements</td>
<td>1,013,927</td>
<td>1,010,335</td>
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<tr>
<td>Exhibits, furniture and fixtures</td>
<td>1,907,263</td>
<td>1,883,011</td>
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<tr>
<td><strong>Less accumulated depreciation</strong></td>
<td>(3,078,990)</td>
<td>(2,924,848)</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$5,659,760</td>
<td>$5,428,312</td>
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### Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current liabilities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>61,864</td>
<td>102,552</td>
</tr>
<tr>
<td>Amounts outstanding on line of credit</td>
<td>398,783</td>
<td>513,711</td>
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<tr>
<td><strong>Total current liabilities</strong></td>
<td>460,647</td>
<td>616,263</td>
</tr>
</tbody>
</table>

| **Net assets:** |          |          |
| Unrestricted net assets | 643,397  | 486,989  |
| Temporarily restricted net assets | 903,902  | 673,246  |
| Permanently restricted net assets | 3,651,814 | 3,651,814 |
| **Total net assets** | 5,199,113 | 4,812,049 |

| **Total liabilities and net assets** |          |          |
|                                      | $5,659,760 | $5,428,312 |

### Fundraising

![Fundraising](image)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>FY08</td>
<td>$1,250,000.00</td>
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<tr>
<td>FY09</td>
<td>$750,000.00</td>
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<td>FY10</td>
<td>$375,000.00</td>
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<tr>
<td>FY11</td>
<td>$0</td>
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### Program Revenue

![Program Revenue](image)

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<th>Year</th>
<th>Amount</th>
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<tr>
<td>FY08</td>
<td>$375,000.00</td>
</tr>
<tr>
<td>FY09</td>
<td>$375,000.00</td>
</tr>
<tr>
<td>FY10</td>
<td>$375,000.00</td>
</tr>
<tr>
<td>FY11</td>
<td>$500,000.00</td>
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