

## Community Service: Street by Street

A year ago, Ada Santiago moved to Hartford's Southside. Settling into the neighborhood, Ada noticed the brightly colored Aetna Center for Families entrance on Washington Street. She wondered what the Center was all about. "Perhaps they could help with my job search," she thought.

One day Ada decided to find out. Entering the building, Ada was greeted by Community Capacity Building Coordinator Maria Negrón who described how the Center helps residents with everything from employment and literacy to nutrition and youth activities.

"At the Center, I found out about everything that was going on in the community," Ada described. "So I decided to participate." Ada's participation soon led to her serving as a Street Captain, a volunteer who informs neighbors of community services and events, and encourages their participation.

"Street Captains form an important link between the Center and the community," Maria Negrón explained. "They know what's happening in the neighborhoods, and they help us connect with the residents." The Center offers Street Captains access to training and opportunities like budget counseling and legal issues workshops. The Captains help advise the Center in regards to potential new initiatives that should be offered to the community at large.

In 2001 and again in 2004, the Center, along with Trinity College, conducted a Kellogg Foundation funded survey. The results emphasized the need to address the obstacles, like language and literacy, that hindered many residents from obtaining community resources.

"In our community, we have many people from different cultures," Ada explained. "Sometimes it can be difficult for them to get services. Many people don't know what is offered, and usually they won't ask. They need somebody to bring the information to them."

The Aetna Center for Families focuses on staying in touch with residents and building trust - principles that have become a foundation for the Center's programs and referrals. The Center has found that organizing recreational activities, like BINGO nights, helps the Center connect with residents on levels that make them comfortable.

"Sometimes people don't know who lives next door to them," Ada expressed. "At Bingo, we will start talking and soon it's like family."

**"We see such great potential in this neighborhood... if everybody works together. By partnering with the residents, the Aetna Center for Families is uniquely set up to see that potential realized."**

Steve Balcanoff, *Director, Aetna Center for Families.*



Aetna Center for Families Street Captain Ada Santiago helps empower people living on her block.

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# Executive Director's Message

In building community the greatest impact is made not by large-scale projects but rather by people - the residents and leaders who daily make a difference. The contributions of individuals, however slight they may seem, are critically important pieces in the process of neighborhood revitalization. Together, these pieces build a community and make it work.

The success of SINA's mission depends on the participation of dedicated people, from our board members, staff, and representatives of our member institutions, to residents in the neighborhoods we serve. Through cooperation we gain ground in building a healthy community.

SINA partners with and helps empower the people who live or work in our community and who give extra, like the community leaders participating in the new Neighborhood Enforcement Stabilization Teams, the business owners involved in the Maple Avenue Merchants Association, the Aetna Center for Families Street Captains and volunteer teachers, and numerous others.

At the recent Neighborhood Service Awards reception SINA recognized five people who demonstrated exemplary community service. This year, SINA also continued to encourage and develop leadership in the youth of our community by honoring students who achieve academic merit with SINA's Scholar of the Month program and the Ivan. A. Backer Scholarship, as well as through the programs and activities offered by groups like the Aetna Center for Families and SAMA.

SINA is helping mobilize people to protect and improve their neighborhoods. Recently SINA spearheaded the creation of a Cityscape Homeowners Association. Despite prohibitive weather for their first meeting, the association is off to a good start. Homeowners met with organizations that have resources and provide services for being a homeowner in this community.

For SINA, the individuals that serve on our board and committees are invaluable. This year SINA's Board of Directors welcomed Bobbi McNeil from Hartford Hospital, Benjamin Diaz from Hartford Hospital, and Jane Baird from Connecticut Children's Medical Center. SINA would like to thank Ana Hernandez for her many years of service as the Chairperson of SINA's Education, Community & Volunteer Committee (ECV) and welcome Debra M. Borrero of Trinity College, who is serving as the committee's new chairperson. We look forward to enhancing the Committee's existing programs, like Scholar of the Month and Neighborhood Service Awards, as well as implementing new initiatives, such as the SINA Community College Book Scholarship.

2004 has been a year of working together, and through this cooperation, we can see the signs of progress. The transformation of blighted buildings into renovated Cityscape Apartments is helping increase the availability of rental units and making a visual impact throughout the neighborhood. Three Cityscape Apartment buildings have been completely restored and rented, and nine more are undergoing renovations. The Hudson and Jefferson Streetscape has been completed. Significant progress can also be seen on Park Street, as 1/3 of the streetscape has been accomplished. All our "brick and mortar" advancements, however, could not have been done without the people who, figuratively and sometimes literally, laid the bricks one at a time - bricks made of sweat, volunteerism, and love for community.

# 2004



SINA's Executive Director Luis Cabán congratulates Neighborhood Service Award recipient Earl Costenoble.

## Education

- At its 22nd Annual Scholar of the Month dinner, SINA recognized 34 high school students who achieved academic merit.
- SINA organized a gala dinner/dance to honor the eight Bulkeley High School Students who received either the SINA/Ivan A. Backer Scholarship or the Melanie Rosado Scholarship.

## Economic Development

- In March of 2004, SINA celebrated the groundbreaking of the Park Street Streetscape. At year's end approximately 1/3 of the street is complete with new sidewalks and curbs.
- This year marked the completion of the Jefferson/Hudson Streetscape that included new fencing, lamp-posts, and signage.
- Barry Square received a summer facelift, with cleaning and gardening.

## Community Service

- In November, SINA recognized five community leaders who demonstrated exemplary community service.
- This summer saw the initiation of NEST, Neighborhood Enforcement Stabilization Teams. NEST is a citywide Hartford Police Department initiative that sends community leaders and Community Service Officers to community "hot spots" to work with youth.

# YEAR IN REVIEW

## Public Safety

- Through a COPS in Schools Grant aided by U.S. Senator Lieberman, the Learning Corridor received its first School Resource Officers.
- SINA organized public safety discussions between its member institutions and the Hartford Police Department including quarterly security chief meetings and a dialogue with Hartford's new police chief, Patrick J. Harnett.



*School Resource Officers give safety tips to Learning Corridor students.*

## Housing

- In 2004, 20 families moved into newly renovated Cityscape Homes. Twenty-two owner-occupied properties have been completed and sold. In December, SINA organized the first Cityscape Homeowners Association, giving homeowners the opportunity to meet with each other and with representatives of community organizations to begin a dialogue and learn of available resources.
- The Cityscape Apartments project consists of 74 units in 12 properties. Three buildings have been completed and rented, and nine other buildings are under construction.



*New Cityscape Homes help transform the neighborhood.*

## Community Sports Complex

- In fall of 2004, Trinity Plaza was demolished in preparation for the new Community Sports Complex, a collaborative effort between SINA and Trinity College. When completed, the Community Sports Complex will provide space for community recreation programs, as well as give residents access to an ice rink and other fitness activities. The Community Sports Complex will be home ice for Trinity College men's and women's hockey teams.



*Park Street receives new sidewalks.*



*A beautiful Barry Square welcomes Southside visitors.*

# The Aetna Center for Families Programs and Services

## Community Service: Street by Street

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### Youth Activities/Leadership

In 2004, 15 new neighborhood youth joined the Center's program. The year's activities included a trip to a local nursing home, CPR training given by the American Heart Association, a bicycle safety workshop, and training for the youth's Voter's Registration Project provided by SINA's Executive Director Luis Cabán and the Puerto Rico Federal Affairs Administration. In addition, more than 25 of Aetna Center's youth enrolled in YMCA's Safe Sitter program and many others joined with Bulkeley High School students to participate with the Hartford Action Plan's Teens United in Health Project.

### Street Captains/Home Visits

The Center's Street Captains are volunteers who live in the SINA neighborhoods and are liaisons between the residents on their block and the Aetna Center for Families. The Street Captains help disseminate information, serve as advisors for new programs and activities, and keep the Center posted on the pulse of the community.

### Adult Education Classes

Through the year, the Center offers numerous ESL classes funded by a CREC Opening Doors Grant. In 2004, 31 students successfully completed advanced level ESL class. The Aetna Center for Families also added a GED component to its adult education offerings. Throughout the year, the Aetna Center for Families organized many "healthy family" enhancement activities, including a family hiking trip, educational bingo, aerobics, sleigh rides, and cooking and health workshops.

### Students/Interns

The Center had students from various institutions assisting with different programs. Students from Trinity College offered tutoring for ESL classes and helped with organizing a City of Hartford Pride Block project. In addition, Interns from the CT. Puerto Rican Forum helped with office skills and teaching for a morning ESL class. As well, a UCONN social work student assisted with the Center's youth group and home visits as a part of her urban studies research.

### Family Literacy and Nutrition

In August, the Aetna Center for Families launched its first family literacy group, a program that encourages parents with young children to read together. In addition, the Center is partnering with the UCONN Nutrition Project to launch a new family nutrition project titled "How families can eat healthier for less money."

"Once we have a relationship with a resident, they will trust us with their concerns and we can get to the heart of things," describes Aetna Center Director Steve Balcanoff. "For example, if someone says 'I need a job,' you can refer them, but when you get to know them you can understand the complicating factors, like childcare and literacy, and help them work it out."

Inspired by SINA, the Aetna Center for Families was established with funding from Aetna Foundation and the Kellogg Foundation. The Center is managed by SINA member Connecticut Children's Medical Center. With the recent challenges to the Center's funding, SINA is now working to ensure that the Center is able to continue its important community building mission. SINA and its member institutions also give the Center unique access to education and healthcare resources for its programs and services.

"The Aetna Center for Families does a tremendous job in the community. They are in constant touch with most of the families in SINA's target neighborhood," explains SINA's Executive Director Luis Cabán. "Throughout the year, they knock on doors, help make phone calls, comfort with conversations. The Aetna Center for Families knows the individuals and has a sense of what's happening in people's lives. This helps us know what's happening in our neighborhoods from the residents' perspectives."

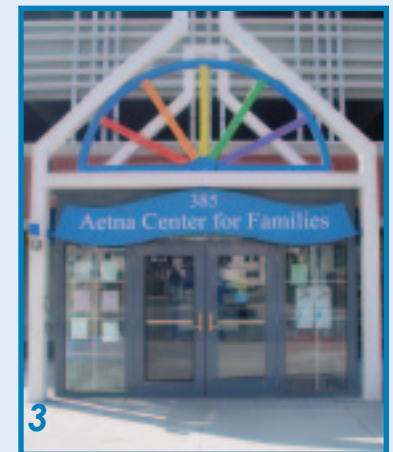
1. The Center encourages dedicated residents who live in the neighborhood to be part of the solution by serving as Street Captains. The Street Captains help disseminate information for the Center and serve as advisors for new programs and activities.



2. The Aetna Center for Families organizes classroom enrichment activities, like family hiking trips, to keep residents encouraged and engaged.



3. Located on Washington Avenue, the Aetna Center for Families offers a variety of programs and services that build community and help residents reach their goals.



# NEIGHBORHOOD SERVICE AWARDS



On November 10, 2004, five community members who have demonstrated exemplary community service received Neighborhood Service Awards at a Trinity College reception. The awardees were nominated by the community and selected by SINA's Education, Community & Volunteer Committee for devoting countless hours to the city's Southside neighborhoods -going beyond the call of duty to improve neighborhood life.

"We at SINA are delighted and proud to reward this year's leaders and outstanding community volunteers. Through their own personal goals and actions, these volunteers are helping Hartford to be a better place to live and work," expressed Luis C. Cabán, Executive Director, SINA. "Hartford's future depends upon more than funding from the public and private sectors; we need individuals committed to making a difference every day."

*"(This award) encourages me to continue doing what I am doing. I am also impressed with the other award recipients. They are doing a fantastic job. I believe more people should be out there giving back to our community,"*

- Richard de Meij,  
Neighborhood Service Award honoree.

**Ethel Austin**, writer for the Senior Scene, Hartford News.

Ethel Austin has devoted more than 25 years to improving the lives of Hartford senior citizens. For 17 years Ethel served as Senior Advocate for the Salvation Army. Currently, she serves as a board member of the Southend Community Services and a member of the Hartford Commission on Aging.



**Earl Costenoble**, retired teacher.

Called the "math guru" by his students, Earl Costenoble served as a math teacher for the City of Hartford Board of Education for 27 years. For the past six years, Earl has volunteered at Noah Webster, Mark Twain, and McDonough schools. He developed a Connecticut Mastery Test-driven Math curriculum that has successfully raised test scores at McDonough School. He was a writer and editor for the U.S. Government for 16 years before moving to Hartford in 1971.



**Chris Lyons**, Associate Director, Campus Safety, Trinity College.

Chris Lyons joined Trinity College after 20 years of service with the Hartford Police Department. He has demonstrated true leadership and volunteer spirit by providing direction and positive advice to teenagers. He frequently presents topics for discussion at neighborhood organizations regarding street crime prevention. For Chris, quality of life and public safety are priorities, especially for the young people who live in the Frog Hollow and Barry Square neighborhoods.



**Richard de Meij**, language teacher, Sedgwick Middle School.

Richard de Meij is a Frog Hollow resident who volunteers at the Aetna Center for Families teaching English as a Second Language. Richard views language as a key to community involvement and a way to break barriers that separate people. His students at the Center have advanced from basic ESL to levels that empower them to work and speak English. He was born in Aruba and is fluent in Dutch, English, Portuguese, Papiamentu, Spanish, French, and German.



**Charlie Morris**, Director, Campus Safety, Trinity College.

Charlie Morris is a former Lt. Commander with the Hartford Police Department. He takes seriously the safety and protection of Trinity College students and faculty, as well as the residents who live around the campus. Community involvement is important for Charlie. He has been instrumental in providing identification cards to youth in the area. Charlie also coordinates sports and educational activities for community youth. In addition, he helped raise money to enable 50 local kids to travel to Florida to work on a Habitat for Humanity project. Charlie works closely with community organizations such as SINA, HART, and ONE/CHANE.



# SINA Corporation

## Consolidating Statements of Financial Position

### December 31, 2003

	SINA Corp.	SINA, Inc.	SINA Properties Inc.	Vernon Street Bus Garage Cleanup Corp.	Urban Preservation I, LLC	SINA Job Center, Inc.	Eliminating Entries	Consolidated Total
<b>Assets</b>								
Cash	\$26,585	\$1,255,043	\$111,951	\$11,459		\$25,561		\$1,430,599
Due from Pope Park Zion, LLC, less allowance of \$522,169		963,100						963,100
Capitalized remediation costs				2,996				2,996
Rental real estate, less accumulated depreciation of \$609,083		539,564	187,656					727,220
Accrued membership assessments	50,000							50,000
Accounts receivable		529,390				16,492		545,882
Office equipment, less accumulated depreciation of \$23,713		8,728						8,728
Other assets, less allowance of \$6,442	(75,000)	29,446	11,274		\$60	1,200	75,000	41,980
Real estate held for sale, less reserve of \$127,202		130,576	74,172					204,748
Real estate held for development, less reserve of \$451,970		162,494						162,494
Investment in Pope Park Zion, LLC		960,829						960,829
Investment in SINA Properties, Inc.		531,639					(531,639)	
Investment in Vernon Street Bus Garage Cleanup Corp.	43,149						(43,149)	
Investment in Urban Preservation 1, LLC		40					(40)	
Advances to The Learning Corridor		9,531,149						9,531,149
Advances to Urban Preservation Associates, LP, net		312,761			(35)			312,726
Due from SINA, Corp.		75,000					(75,000)	
Due from SINA, Inc.					40		(40)	
	<u>\$44,734</u>	<u>\$15,029,759</u>	<u>\$385,053</u>	<u>\$14,455</u>	<u>\$65</u>	<u>\$43,253</u>	<u>(\$574,868)</u>	<u>\$14,942,451</u>
<b>Liabilities and net assets</b>								
Accounts payable		\$619,005	\$6,864	\$2,646		\$2,286		\$630,801
Accrued expenses and other liabilities		159,329	185	250	\$300		\$60	160,124
Due to Urban Preservation Associates, LP					797			797
Note payable		310,000						310,000
Due to Urban Preservation 1, LLC		40					(40)	
Total liabilities		<u>1,088,374</u>	<u>7,049</u>	<u>2,896</u>	<u>1,097</u>	<u>2,286</u>	<u>20</u>	<u>1,101,722</u>
Net assets:								
Unrestricted net assets	\$44,734	3,616,132				33,611	876,723	4,571,200
Capital stock			1,408,362	43,149	100		(1,451,611)	
Retained earnings deficit			(1,030,358)	(31,590)	(1,132)			(1,063,080)
Total Unrestricted net assets	<u>44,734</u>	<u>3,616,132</u>	<u>378,004</u>	<u>11,559</u>	<u>(1,032)</u>	<u>33,611</u>	<u>(574,888)</u>	<u>3,508,120</u>
Temporarily restricted net assets:								
Special assessments		10,000,000						10,000,000
Grants		325,253				7,356		332,609
Total Temporarily restricted net assets		<u>10,325,253</u>				<u>7,356</u>		<u>10,332,609</u>
	<u>\$44,734</u>	<u>\$15,029,759</u>	<u>\$385,053</u>	<u>\$14,455</u>	<u>\$65</u>	<u>\$43,253</u>	<u>(\$574,868)</u>	<u>\$14,942,451</u>

# SINA Corporation

## Consolidating Statements of Activities

### Year ended December 31, 2003

	SINA Corp.	SINA, Inc.	SINA Properties Inc.	Vernon Street Bus Garage Cleanup Corp.	Urban Preservation I, LLC	SINA Job Center, Inc.	Eliminating Entries	Consolidated Total
<b>Revenues:</b>								
Membership Assessment:								
Hartford Hospital	\$230,000							\$230,000
Institute of Living	230,000							230,000
Trinity College	230,000							230,000
Connecticut Children's Medical Center	230,000							230,000
Total membership assessment	<u>920,000</u>							<u>920,000</u>
Other revenue:								
Grants		\$272,512				\$85,641	(\$85,641)	272,512
Net assets released from restrictions		1,543,490				13,744		1,557,234
Rental income		38,865						38,865
Program fees						107,563	(26,590)	80,973
Miscellaneous income		1,300						1,300
Investment income		11,322	\$279	\$7		47		11,655
Contributions		875,000					(875,000)	
Reimbursed expenses		30,413						30,413
Developer fees		1,000						1,000
Gain (loss) on sale of properties		9,862	(485)					9,377
Total other revenue		<u>2,783,764</u>	<u>(206)</u>	<u>7</u>		<u>206,995</u>	<u>(987,231)</u>	<u>2,003,329</u>
Total revenue	920,000	2,783,764	(206)	7		206,995	(987,231)	2,923,329
<b>Expenses:</b>								
Organizational expenses	875,078	595,158	6,129	409	\$585	202,425	(875,000)	804,784
Program expenses		1,249,046				250	(112,231)	1,137,065
Development expenses		855,285				6,681		861,966
Real estate expenses		86,803	14,716			315		101,834
Total expenses	<u>875,078</u>	<u>2,786,292</u>	<u>20,845</u>	<u>409</u>	<u>585</u>	<u>209,671</u>	<u>(987,231)</u>	<u>2,905,649</u>
Excess (deficiency) of revenues over expenses (ordinary income)	44,922	(2,528)	(21,051)	(402)	(585)	(2,676)		17,680
<b>Equity in income of:</b>								
Pope Park Zion, LLC		399,245						399,245
Urban Preservation Associates, LP		(463)			(19)			(482)
Net (loss) income	44,922	396,254	(21,051)	(402)	(604)	(2,676)		416,443
Unrestricted net assets/retained earnings, beginning of year	(188)	3,219,878	(1,009,307)	(31,188)	(528)	36,287	876,723	3,091,677
Unrestricted net assets/retained earnings, end of year	44,734	3,616,132	(1,030,358)	(31,590)	(1,132)	33,611	876,723	3,508,120
Temporarily restricted net assets, beginning of year		10,973,846				5,600		10,979,446
Net assets released from restrictions for operations		(1,543,490)				(13,744)		(1,557,234)
Grants, net		<u>894,897</u>				<u>15,500</u>		<u>910,397</u>
Temporarily restricted net assets, end of year		10,325,253				7,356		10,332,609
Net assets, end of year	<u>\$44,734</u>	<u>\$13,941,385</u>	<u>(\$1,030,358)</u>	<u>(\$31,590)</u>	<u>(\$1,132)</u>	<u>\$40,967</u>	<u>\$876,723</u>	<u>\$13,840,729</u>



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Hartford, CT 06106

Nonprofit Organization  
**U.S. POSTAGE PAID**  
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## SINA's Education, Community & Volunteer Committee

SINA's Education, Community & Volunteer Committee (ECV) was established to provide long-term assistance to neighborhood students and educators. Providing educational support is critical in SINA's mission to develop leadership and improve the economic, physical, and social characteristics in Hartford's southside neighborhoods.

In autumn of 2004, Debra M. Borrero was selected to serve as the Committee's new chairperson. Currently the committee is evaluating and adjusting existing programs, and considering new initiatives that complement the needs of individual schools.

The Scholar of the Month program, which was instituted in 1981, is being enhanced to emphasize leadership development with the initiation of a half day outdoor leadership training program; followed by a celebratory barbecue to acknowledge the students' achievements. As well, two representatives from the ECV Committee will work with each school as liaisons between SINA and the school in the awards process.

The Committee is also broadening SINA's reach to include programs for students attending colleges and universities. The newly launched SINA Community College Book Scholarship will make four annual book scholarships to students enrolled at Capital Community College who live in the 15 block target area and who achieve a GPA of 2.85 (B+).



"Through our Education, Community & Volunteer Committee programs, SINA is in a unique position to support the Mayor's higher education initiative, which will increase the number of Hartford students attending four year colleges. As we concentrate on an education agenda, our institutions will continue to make a significant difference in Hartford," explains Debra M. Borrero, Chairperson, Education Committee.

### SINA's Education, Community & Volunteer Committee

**The Neighborhood Service Awards** recognize the outstanding community service performed by individuals in South Hartford who have helped improve the quality of life in SINA's 15 block area.

**The Bulkeley Connection** connects students at Bulkeley High School (BHS) with professionals working at the SINA institutions. The program provides an opportunity for the students to experience vocational or academic learning in an informal environment and explore possible future careers at SINA member institutions.

**The SINA/Ivan A. Backer Scholarship** program, an outgrowth of SINA's "Bulkeley Connection" program, provides three annual scholarships to graduating seniors continuing their education in a 4-year post-secondary program.

**The Scholar of the Month** program recognizes the academic achievement of high school students in the city of Hartford and provides these students with a leadership development experience.

### SINA's Education, Community & Volunteer Committee

**Aura Alvarado-Strudwick** - Capital Region Education Council  
**Jane Baird** - CT Children's Medical Center (Board Member)  
**Steve Balcanoff** - CT Children's Medical Center  
**Debra M. Borrero** - Trinity College (Board Member & Chair)  
**Benjamin Diaz** - Hartford Hospital (Board Member)  
**Ana Hernández** - Hartford Hospital  
**Sherry Marconi** - Institute of Living  
**Patricia McIntosh** - CT Children's Medical Center  
**Robert Sampl** - Bulkeley Connection Coordinator  
**Ivette Quiros** - Committee Staff, SINA

SINA's mission is to work cooperatively with the community to develop leadership and improve the economic, physical and social characteristics of Hartford's Frog Hollow, Barry Square and South Green Neighborhoods.

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LUIS C. CABAN - Executive Director • JOHN M. BAILEY - Special Assistant To The Executive Director

IVETTE QUIROS - Administrative Assistant • LUZ CONDE - Assistant Director • KEITH HEDMAN - Fiscal Officer