



Improving the lives of
babies when it matters
most: **the earliest years**



FRIENDS OF NEW YORK CITY
NURSE-FAMILY PARTNERSHIP



New York City Nurse-Family Partnership changes lives.

We help them do it.

Our Vision

We envision a world where babies benefit from healthy pregnancies; knowledgeable, nurturing parents; and adequate family income. We believe that the best model to achieve these results is the renowned Nurse-Family Partnership program, a nationwide nurse home visiting intervention that begins in pregnancy and continues throughout the first 2 years of a baby's life.

About Us

In 2016, we founded the **Friends of New York City Nurse-Family Partnership** (Friends of NYC NFP) as a separate 501(c)(3) organization to help NYC NFP fully realize its goals. Working side-by-side with nurses and staff, we offer financial resources and program enhancements that support first-time mothers living in poverty and help their babies to flourish. Our generous donors make these programs possible, providing financial assistance so that moms can actualize the life-changing goals their nurses have helped them develop. As an independent nonprofit solely supporting NYC NFP, we are unique, and others in the U.S. are now exploring our model.

The Nurse-Family Partnership Model

Under this model, each mother is offered her own registered nurse who visits regularly until her child is age 2. Because of the trusting relationship that is established, mothers are open to learning critical information and develop confidence in their ability to be the best parents possible. Positive changes result along numerous dimensions of child health and development. These outcomes have been verified by randomized, controlled trials over 40 years.



NFP's proven success
by the numbers

48%

reduction in child
abuse and neglect

50%

fewer language delays
by 21 months

50%

fewer injuries
and poisonings

67%

fewer behavioral and
intellectual issues in children

When NYC NFP and Friends of NYC NFP work together,
the result is healthier, happier families

New York City Nurse-Family Partnership What they do:

- Find and enroll eligible first-time mothers
- Help them to achieve healthy pregnancies; become knowledgeable and nurturing parents; and identify education and employment goals
- Assure that more than 120 registered nurses at 9 sites visit more than 3,000 NYC mothers a year
- Maintain quality by collecting and analyzing data and monitoring adherence to the national NFP model

Friends of New York City Nurse-Family Partnership What we do:

- Provide critical additional programming and supplemental resources for NYC NFP's families and nurses
- Award scholarships so that young mothers can advance to careers by pursuing community college, certification programs, or self-employment
- Create social and learning opportunities for first-time parents to develop peer support and friendships
- Fund appreciation programs for hard-working nurses that lead to enhanced skills that benefit clients and contribute to nurse retention



In short, we supply resources that build on the life-changing NYC NFP program so that mothers can succeed and babies can thrive.

High quality birth-to-five programs for disadvantaged children can deliver a

13%
Return on Investment

Credit: James Heckman, Nobel Prize-winning economist

Poverty Has Damaging Effects on Babies

Babies growing up in poverty face threats to their emotional and cognitive development—even their survival. Advances in brain science now tell us that conditions such as homelessness, neglect, and exposure to violence put individuals into a state of constant alert or "toxic stress" that leads to chronic physical and mental illnesses throughout life. On the other hand, investing in the earliest years of life improves health outcomes and represents the greatest return on investment that can be found.



"We are unbelievably grateful and absolutely thrilled with the work of the Friends of NYC NFP. We could never have imagined that together we would do so much that would otherwise not have been possible." - Roberta Holder-Mosley, Director of the Nurse-Family Partnership program with the New York City Department of Health and Mental Hygiene

Our Programs

Heart's Desire Awards

More than 70% of NFP participants want to pursue higher education or certification programs. But the stress of putting food on the table, finding and paying for safe housing, and raising a healthy baby with minimal support means that mothers cannot prioritize their own dreams.

This is where you come in. Every year, our Heart's Desire Awards remove the financial barriers that prevent first-time mothers from pursuing higher education, professional certification, or their own small business. Your contributions help us pay down overdue balances; provide subsidies for certifications or college tuition; fund laptops, child care, and monthly Metro Cards; and much more. Since 2016, compassionate donors have helped more than 140 young women work toward their educational and professional goals.

*"I would not have been able to go back to school without your support, and you put me on the path to success. I was able to finish with A's in all my courses. I am currently still taking pre-required classes, but I plan to enter the nursing program next semester at my college, and I cannot wait. I know I will be successful. **Thank you so much for the push that you gave me and the opportunity. It was life-changing.**" – Kayla, Heart's Desire Award Recipient*



148 Heart's Desire Awards Granted*



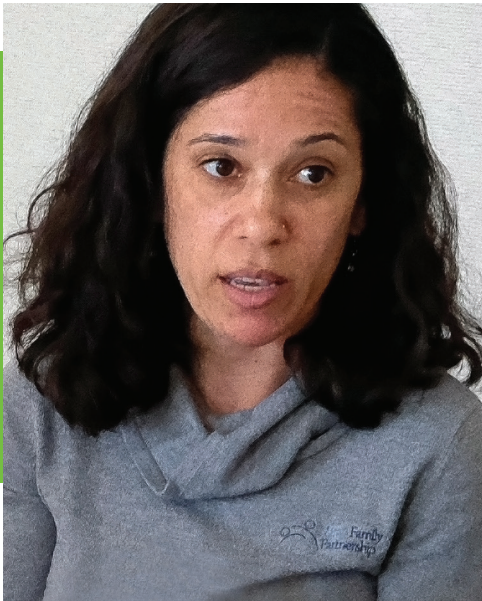
Tuition	Certificates \$33,012	Tuition & Books \$25,929	Overdue Tuition \$8,261	
				\$67,202
Computers & Printers				\$31,295
Child Care & Transportation				\$18,523
Other				\$14,645
TOTAL				\$131,665

*Figures represent January 1, 2016 through July 31, 2019

A Nurse's Perspective on the Heart's Desire Program

"You opened the doors that they had hoped for, but had not been able to act on due to financial barriers. Perhaps even more powerful, however, has been Heart's Desire's role in acknowledging the efforts of these women and serving as a vote of confidence in them as individuals. For many of my clients, this act of support and investment in their future goes much further than any dollar amount and has not been shown to them in many areas of their lives."

– Abby Goldstein, NYC NFP Nurse



LEAP: Learn Eat and Play

LEAP programs provide education and socialization opportunities.

New motherhood can be isolating under any circumstance. When a first-time parent has moral support, access to playgroups, and the resources to pay for parent-baby activities and outings, this burden is eased. The mothers in NYC's NFP program do not have this luxury.

NFP nurses and staff used to arrange holiday parties and fun, educational workshops. But intense caseloads and budget cuts made it difficult to continue.

We fill this void.

Your donations help new moms exchange advice and find social support while their babies play together. LEAP programs combine educational topics, such as nutrition, safety, money management, and infant CPR, with strategies for building friendships and time for plenty of fun.

LEAP programs are increasingly popular. We are currently offering 24 sessions at 9 sites, up from 12 in 2018.



"These sessions are amazing. I learned so much and I loved that my child got to play with other children."— Participant



Recognizing and Appreciating Nurses

Nurses are the essence of the NFP program.

Through generous donations to Friends of NYC NFP, we are able to host appreciation events and provide small subsidies for continuing education expenses. By doing so, we give NFP nurses well-deserved emotional and intellectual boosts which, in turn, benefit their clients.

\$1,400 paid off an overdue balance and put her back on the path to success



Nusrat, a married 23-year-old from Bangladesh, was well into her third year of college when she got pregnant. She tried to stay in school but suffered from such severe dizziness that her doctor told her she was putting her baby at risk by continuing to attend classes. Because it was too late to drop the course, she was stuck with a balance of \$1,400, no financial aid, and no credit for the course.

Nusrat wrote, *"I am desperate to continue my studies and get my degree in education, but because of my poor financial condition, I cannot pay off the balance. I can't even work because I have no child care for my daughter. I have done everything I can think of including getting a letter from my doctor to appeal to the college, but the officials denied my request. My husband has to maintain all the expenses, which is really tough in New York City."*

Once we paid her balance due, Nusrat wrote us this heartfelt note: *"I am so grateful to you for helping me, standing beside me, and understanding my condition. **You have not only allowed me to continue my studies, but also removed the hardships and the stress that were destructive to our family.**"*

NFP nurses help moms identify the dreams they have for themselves and their babies.

Our donors help make those dreams come true.

A \$900 mixer propels a young entrepreneur

Jasmine had a job as a trained chef and had intended to return to her job after delivering her baby. **But complications from a C-section derailed her plan.** She started offering baked goods and savory meals to her family and friends, and when they told her how much they loved the treats, Jasmine got the push she needed to start her own catering business.

She said, ***"I really want my own business so that I can pass something down to my son. When my mother died recently, whatever money she had went for the funeral expenses, and I want my son to have more than that."***

Jasmine started her business, but she had to do all the mixing by hand because she could not afford an electric mixer. *"It would take me all day to bake a couple of cakes,"* she told us. **When we bought her the mixer she needed, she was immediately able to increase her production and her income.** A few months later, she got a job as a receptionist and shared her baked goods with coworkers. Management has now offered her a contract to bake the cakes for their regular employee birthday celebrations.



One mother's journey from addiction to employment

When Amanda found out that she was pregnant, she felt hopeless. She had graduated from college, but had been using drugs since she was 13 and was on methadone for a heroin addiction. Her husband was also on heroin and refused to quit. He had been arrested for drug-related crimes, and they were living in a shelter.



Amanda desperately wanted to keep her baby. She checked herself into a residential methadone program. There she found out about NYC NFP. From the moment she was introduced to her nurse, Abby, she began to feel safe.

"She was there for me at any hour of the day: she never judged me, and she could answer all my questions. She not only taught me the things that everyone needs to hear—like what to expect at delivery and how

to breastfeed—but she helped me through the guilt I felt when Ezra had to stay in the NICU for 5 weeks because he was born into a state of drug withdrawal."

With Abby's guidance and support, Amanda cared for Ezra in the hospital, and 4 months after his birth, she had completely weaned herself off methadone. Amanda said, *"Without my nurse, I don't know if I could have done that."*

The story doesn't end there.

Amanda wanted to work in the addiction field to help others. When Abby told her about our Heart's Desire Awards, she applied and received money to buy a study guide and to take a certification exam and CPR course. This support empowered her to get her first job, which led to the one she loves best: Amanda is now an outreach worker, assisting New York City Nurse-Family Partnership.

Thanks to our Donors, **Our Impact is Growing**



Since 2016, Friends of NYC NFP has grown substantially from an annual operating budget of **\$53,000 to \$200,000 in 2019.** Such significant growth is extraordinary for a start-up nonprofit.



92%
of awardees
successfully
used their
grants



200
moms & guests
have enjoyed
LEAP
get-togethers



140
nurses & staff
have been
thanked at
appreciation events



6
nurses
have received
education
grants



430
generous donors
believe in supporting
first-time mothers
and their babies

As of July 2019, donors have funded more than \$131,000 in Heart's Desire Awards, providing:



30
certification
degrees



41
tuition
subsidies



63
laptops



53
printers



28
monthly Metro
Card passes



**and
much
more!**



Our Dreams Are Even Bigger

We now have hundreds of families and professionals depending on our services, and we cannot let them down.

But we are only helping a small percentage of the more than 3,000 women who participate in NYC NFP annually.

We want to do more. We can't do it without your support.

We aim to substantially increase our programming over the next few years. Additional support from you will directly transform more lives. We will be able to:

- Support more mothers with Heart's Desire Awards each year, while increasing the amount of each award
- Expand LEAP programming
- Increase annual nursing scholarships
- Fund professional Friends of NYC NFP staff in order to expand programming year after year
- Ensure that NYC NFP can continue to grow and protect programming from any potential government cutbacks

Your Investment at Work

2018 Operating & Supporting Expenses
\$ | % of total budget

**Programs Supporting
Moms & Babies**

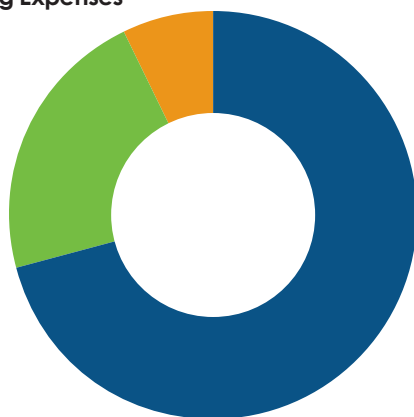
\$72,782 | 72%

Fundraising

\$21,869 | 22%

**Management
& General**

\$6,936 | 6%



You Can Make a Difference Today

Your support will help fulfill the dreams of hundreds of moms and babies.

Leadership Gifts of \$25,000 will enable us to grow programming to support even more mothers and babies. No other organization in NYC gives first-time, low-income mothers this kind of financial and emotional support. Gifts at this level will enable us to continue this life-changing work

\$20,000 will cover fees for 5 young mothers to complete a fast-track Medical Assistant program, and also pay for child care while they are pursuing a path to professional success

\$10,000 will pay off overdue tuition balances for at least 6 women, providing them the opportunity to go back to school instead of lingering in dead end jobs

\$5,000 will help 5 nurses better serve their clients by paying for them to take continuing education courses

\$1,500 will equip 3 moms with laptops, so that they can stay home with their children while working on a degree or certificate, instead of spending time in a computer lab

\$500 will fund 1 fun, educational LEAP session

Ways to Give

Caring, dedicated, and generous supporters make our programs possible. We can't provide positive, life-changing opportunities for first-time moms and their babies without our donors. If you are not already part of our community of supporters, we welcome you to join!

We thank our donors with regular updates on programs and impact, as well as annual receptions and events.

Donate

Make checks payable to Friends of NYC NFP,
1035 Fifth Avenue, Suite 10B, New York, NY 10028.
Give securely online at friendsofnycnfp.org

Host an event

Our volunteer hosts make a big impact by helping to raise awareness—and funds—for the moms and babies in our community. Contact us to learn how you can help; whether it's hosting an event at your home or inviting us to speak to a group.

Create an online fundraiser

Contact us to learn how you can easily set up your own online fundraiser to support Friends of NYC NFP.

We also work with family foundations, accept stock donations, and are honored to be included in estate plans.

Other ways to help

We value our volunteers and ambassadors. Our most regular needs include event volunteers to plan and execute programs. We also need your help identifying professional or philanthropic groups, as well as businesses, corporations, and foundations that would be responsive to our mission and needs.

For more information, contact Susan Orkin,
Co-Founder & Board President, at **646-397-4193**
or susan@friendsofnycnfp.org.

Every dollar you give helps to transform lives, two generations at a time.