



MID-YEAR 2020

IMPACT REPORT

Supporting first-time moms when it matters most — to break the cycle of poverty

MESSAGE FROM THE FOUNDERS



Susan Orkin, pictured far left, with Christine Wasserstein, second from right, alongside recipients of the Heart's Desire Award program.

Chris and I co-founded Friends of New York City Nurse-Family Partnership because we recognized the power of promoting good outcomes for babies at the earliest moment possible.

Friends was born in 2016. Since then, with your help, we've helped hundreds of families break the cycle of poverty by financing post-secondary education for moms. As mothers and grandmothers, we know how important it is to support moms in the critical but challenging early years. Increasing evidence shows that the stresses of poverty handicap a baby for life, beginning in the womb. We work side by side with NFP to remove financial obstacles and enhance programs for mothers and nurses to assure that babies thrive, not just survive.

Our funding model allows us to continually strengthen the NFP program in other ways as well, where core government funding does not suffice. While we have helped finance college or technical school for more than 200 moms (90% of whom have successfully used their grants), we have also provided money for social support/client engagement programs, nurse continuing education and training.

This year our funds have been even more critical. When the pandemic hit, we shifted our resources to meet the urgent needs caused by COVID. When the crisis struck, all of a sudden hundreds of women, who were already financially stressed, were unable to buy diapers for their babies or put food on the table. Shelves were bare, prices soared, clients were sick and could not go out, or food banks were distant or unprepared for the onslaught.

It was devastating to learn that clients we had successfully helped into careers were now furloughed or laid off. We were grateful to be able to step in. Thanks to our donors we have given out \$115,000 to date to more than 400 moms to protect them from paralyzing stress and to shield their babies from going without essentials.

As we look ahead, we are alarmed by conditions that are sure to stunt potential for an entire generation of New York City's most vulnerable populations. NFP exists as one of the most effective ways to protect New Yorkers most damaged by COVID, especially babies of color.

With your help, we can continue to bring not only financial assistance, but also hope and courage to hundreds of families of women and children. We are a critical stopgap at a time when NFP will likely experience cutbacks of all sorts that will affect client engagement, client and community resources, nurse stamina and more. **Together, we are transforming the lives of mothers and babies.**

Thank you so much for your generosity.

Susan Orkin

Co-Founder and President

Christine Wasserstein

Co-Founder and Vice President

OUR IMPACT

EMERGENCY FUND

The power of Friends is our ability to raise additional funds and our flexibility to use them where and when they are needed to strengthen the NYC NFP program.

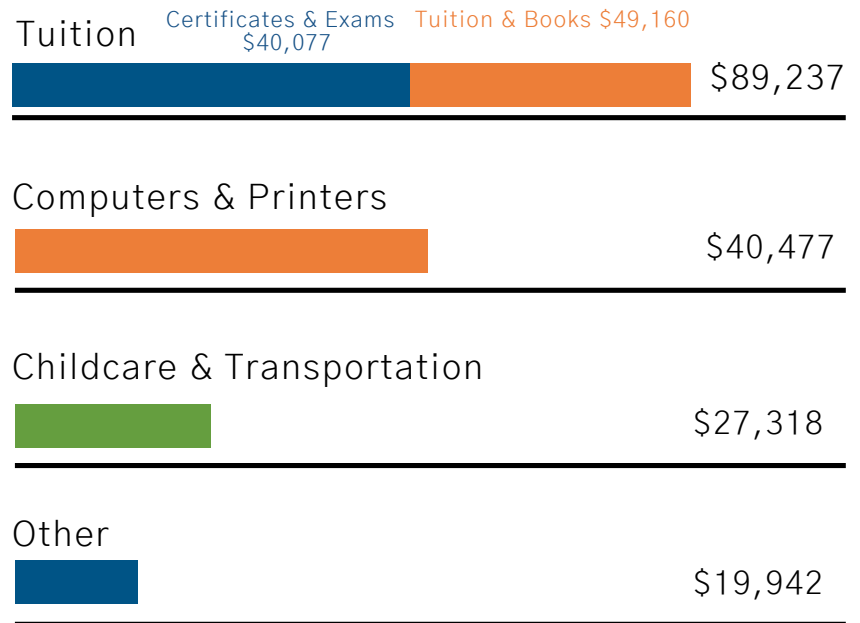
When COVID hit, we knew we had to do whatever we could to protect mothers and babies, who—in many cases—were being left out of the assistance that was being made available.

To date, we have supplied \$115,000 to more than 400 mothers to restore their ability to buy essentials for their families. Because of you, we served as a critical stopgap for NFP families.



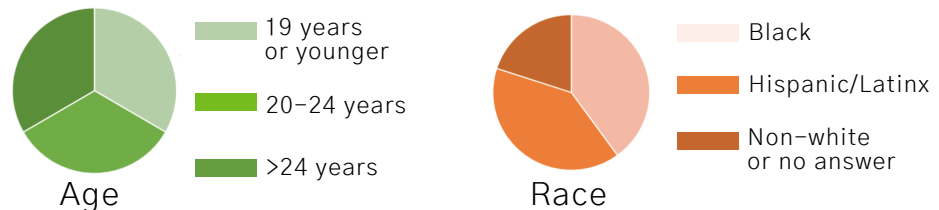
"Thank you so much for this wonderful gift to my son Ayden. We appreciate it at this rough time in our lives during this pandemic."
- Courtne,
Emergency Fund Recipient

HEART'S DESIRE AWARDS

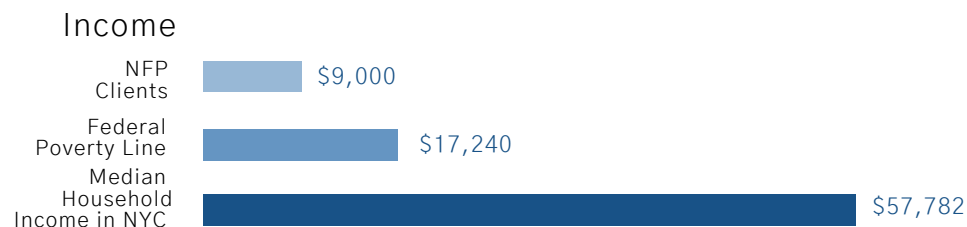


Figures represent January 1, 2016 through December 31, 2019

OUR CLIENTS



Figures represent January 1, 2016 through December 31, 2019



Figures represent January 1, 2016 through December 31, 2019

400

Families helped
during COVID

158

Laptops &
Printers provided

107

Tuition awards
granted

OUR PROGRAMS

HEART'S DESIRE AWARDS

The Heart's Desire Fund (HDF) makes it possible for vulnerable mothers to pursue post-secondary education. Friends reviews essays from interested mothers and letters of recommendation from their nurses.

With your support, we are able to pay tuition and necessary additional resources such as Metro Cards, laptops, books and short-term child care for moms in the NFP program.

70%

of NFP clients want to pursue higher education or certification programs.

51%

of awards go to direct education costs, including tuition, books, and certification exams.

"My one and only Heart's Desire is to improve myself so that I can provide a better life for my son."

- Shavonne C., Heart's Desire Recipient



"The help that I received from you really put me on the path to success. I was able to finish with A's in all my courses. I have plans of entering the nursing program next semester at my college and cannot wait. I know I will be successful. Thank you so much for the push that you gave me. It was life changing."

-KC, Heart's Desire Recipient

LEAP EVENTS

LEAP sessions provide interaction for parents and children because we know the importance of social support and a sense of community for our families.

Previous sessions were offered in person but we didn't let the pandemic stop our efforts. We have offered more than 15 virtual leap sessions since May, including story time, baby-massage, sing-a-longs, mindfulness and sessions for Spanish speakers only.

We even facilitated one of the all-important client graduation ceremonies and other sites are already eager for our assistance.



EXPRESSIONS OF APPRECIATION

"I am writing on behalf of the Harlem team to express our thanks for all that you do in alleviating the challenges faced by NFP clients—challenges that are now compounded by the current COVID-19 emergency. The \$2,000 allocated to us for our clients that we serve will in no small way help provide much needed supplies to entire families. **With your help, we are able to mobilize and ensure that the needs of clients are met.**"

-Vincentia Onyejose MSN,CLC, CCM Clinical Nurse Supervisor

"On behalf of myself and my clients , I want to extend my gratitude. In such financial uncertainty, your help will ease some anxiety. **Thank you from the bottom of my heart.**"

-Dorothie Belgarde RN, BSN



"I would like to thank you for giving me the Visa gift card that allowed me to get a lot of things I needed for my baby, especially being that I'm in a hotel shelter. My gift card came at the perfect time because of this crisis that we are all going through. I was able to get a some items that my son can enjoy. **There is nothing that makes me happier than seeing a smile on my son's face, Thank you for helping me.** God bless."

- Pamela, Emergency Fund Recipient

"Thank you all so, so much. Not just for help during the pandemic. I appreciate everything that I have received from Nurse-Family Partnership for giving me the knowledge that I needed to better care for my baby. As a new mother, there was so much I didn't know about and my nurse provided me many resources at every visit. Thank you again."

-DK, Emergency Fund Recipient.

"Thank you very much for the generous gift your organization has given me and my twins to help us get through this uncertain time. This donation will help greatly. **Words cannot express our gratitude at this time. Thank you once again.**"

-Abigail, Emergency Fund Recipient



MEET OUR BOARD

Susan Orkin, Board President
Christine Wasserstein, Vice President
Susan Chinitz, Secretary
Henry Mascia, Treasurer
Ellen Cohen
Faiza Issa
Keisha E. Jones
Mia Lipsit
Phil Phillips
Brittany Richards
Linda Rothenberg Stein
Ariane Tschumi

MEET OUR STAFF

Karin Romans, Director of Development
Karonica Davidson, Marketing Manager
Geri Myers, Administrative Assistant
Hope Baker, Program Coordinator



"I'm excited to start and finish my last two semesters, [knowing I have others who believe in me and want to see me succeed.](#) Not only do I want to make myself, my family, and my daughter proud, but I now also want to make you proud. "

-Vernessa Ellis, Heart's Desire Recipient

OUR SUPPORTERS



"I think your organization provides such an important service, with literally life altering results. I am happy to support you because what you do is crucial, tangible and effective."

- Anne Delaney, Supporter & Founder's Society Member

We are so grateful for all of our supporters and volunteers. The listing below reflects the most recent contributions made by donors of \$500 and up from January 2019 through September 2020. Donors of \$1,500 or more become members of our Founders Society and receive special benefits.

\$20,000+

Arlene and Alan Alda
Anne Delaney
Joyce Menschel
Susan and Fred Orkin
Christine Wasserstein

\$10,000 - \$19,999

Crossways Charitable Foundation
Diana & Frederick Elghanayan
Sue Hagedorn
Hassel Foundation

\$5,000 - \$9,999

Anonymous
Nancy Hughes
Judith Little
Plymouth Church
Price Family Foundation
Schwartz Cousins Fund
Marilyn and James Simons
Linda Rothenberg Stein

\$2,500 - \$4,999

Cameron Memorial Fund
Faiza Issa and Noah Levy
Jeff Orkin
Phil and Ellen Phillips
Betty P. Rauch

\$1,000 - \$2,499

Anonymous
Helen-Jean Arthur
Margie & Fredric Altschuler
Susan Chinitz
Deborah Cogut
Andrea Cohen & Rodger Citron
Ellen M. Cohen
Ellen Corwin
Steve Holland
Keisha Jones
Elaine Kessel
Hope Kessler

Will Linder
Peter Lyons
Joel Mercurio
Henry and April Mascia
Jo-Ann and Brian Obergfell
Roslyn W. and Stuart H. Orkin
Liz and Kim Parrott
William Rifkin
Edith Seligson
Ariane Tschumi
Rosalind Walrath
Peter and Renee Whitehead

\$500 - \$999

Anonymous
Kathleen Cooney Clarke
Barbara M. Cohen
Richard Dunn
Ann Huelskamp
Donald Kent

John & Valerie Klobe
Rebecca Moss
Mary B. Mulvihill
Lauren Partovi
Caryn Rudofsky
Nancy Solomon
Julie Strong

"Thank you for giving me the opportunity of a better future. Our family really appreciates the love and support that you gave to us. Words cannot explain how happy I am and feel so blessed to be part of a caring team."

-V.F., Heart's Desire Recipient