



# 2022

## IMPACT REPORT



**MOVING FORWARD:**  
SETTING FAMILIES UP FOR  
GENERATIONAL SUCCESS

1035 Fifth Avenue, Suite 10B  
New York, NY 10028

(917) 426-2695  
[info@friendsofnycnfp.org](mailto:info@friendsofnycnfp.org)

# A LETTER FROM THE PRESIDENT

Dear Friends,

It was my honor to begin serving as Board President in February 2022. I've supported Friends since our early days, serving as treasurer for the last five years. I am committed to Friends' mission and am proud to take the reins from Susan Orkin. In addition to co-founding Friends with Chris Wasserstein, Susan has served as Executive Director, Board President, and Immediate Past President. Susan's commitment to improving the lives of mothers and babies sparked the idea for Friends. Her tireless efforts turned that idea into a reality. Her dedication as Immediate Past President provides the continuity of leadership needed during a transition. I am grateful for her leadership. As Friends moves forward, we will continue to honor the vision she and Chris had for Friends. Thank you, Susan and Chris, for boldly creating an innovative way to support NYC families

Becoming a parent is a humbling experience. When I was introduced to Nurse-Family Partnership, I knew I'd found a way to help other parents set their children on a course for success. My wife and I were impressed by NFP's proven results. Through Friends, we found a way to directly impact families. Our organization has grown tremendously over the last five years, and I look forward to continuing our progress.

It's an exciting time to be in a leadership role at Friends. Many ideas we envisioned years ago gained momentum; there's been growth in every area, from the size of our board and staff to the quality of our programs. Our goal is to help NYC NFP address unmet needs and give moms opportunities to succeed.

**No mother should have to choose which essentials she can provide for her baby. No pregnant woman should have to pick between her future and that of her child. Reading this year's Impact Report, we hope you are inspired to help us turn the obstacles facing NFP moms into options.** And to help us end generational poverty and level the playing field for future generations.

The only way to move forward is to have a strong foundation. That's what we've done at Friends, thanks to the unmatched leadership of our co-founders, Susan and Chris. Thank you for continuing this journey with us to support our dedicated mothers in our programs.

Your generosity maintains the quality of our programs and our ability to respond to the needs of NFP moms. The support you provide is invaluable to new mothers. Our accomplishments would not be possible without you. **Together, we can build a better world for mothers.**



Thank you,

A handwritten signature in dark ink, appearing to read 'Henry Maschia'.

Henry Maschia  
Board President

# GROWTH FOR GOOD

## Welcoming Jazmin Williams

One of our proudest moments in 2022 was bringing on program graduate and Heart's Desire recipient Jazmin Williams to lead programs. Jazmin has been an advocate and ambassador for Friends for several years, and now she brings her skills to help other moms.

In 2019, with the support of Friends, Jazmin created her own catering company. Our support helped her business to a level that would ensure a better future for herself and her family. With that success, Jazmin sets a real-life example for the NFP moms in our program. We are honored to have her experience and commitment as a team member.

She is helping lead the charge to create more thoughtful programming. She is also driving the organization's efforts to build an alum network to support mothers after their time in the NFP program.

*Thank you so much for helping provide more financial resources to our communities. Most of us are hard working moms trying to break generational curses and give our children a better life than was given to us. The assistance [donors] provide allows us to achieve goals that are otherwise unascertainable in this very moment.*

Jazmin Williams, Program Associate



## Support When It Matters

*"We received our shipment of pregnancy & breastfeeding pillows and diapers today! It was like Christmas morning here at TCI! We are SO thankful and appreciative of these items as they are much needed and will be of great benefit to our clients and their families."*

- NFP Nurse Shevon M. Skinner, RN MSN MPH CLC

Unable to sleep due to back pain and worried about dropping a newborn, moms asked nurses to help them find breastfeeding and body pillows. Moms couldn't find them donated. Thanks to the partnership between NYC NFP and Friends, Friends granted over 80 pillows to NYC NFP.

One client wrote, "Thank you so much for the body pillow. It helps in so many ways I no longer suffer."



## Growing Our Board

In the last six years, we've grown to 13 board members adding two new members during the previous six months. The board is committed to supporting the futures of the women in our program, increasing program efforts, and creating a sustainable future. The board recognizes the need for diversity and has also placed this at the forefront of their efforts.

For more information on the growth of our board and to learn about its members, [please visit our website](#).

# A LASTING IMPACT



**Tiara Johnson**, a single mom, started her journey with NFP while pregnant with her now two-year-old son, Cam. We supported Tiara's journey to becoming a certified teacher's assistant to children with special needs. We provided Tiara with a laptop and covered the tuition cost for her first year of a college education. "With my award from Friends, I seek knowledge. And today I can honestly say I have a career path." With financial assistance from Friends, Tiara started at Touro College and opened Cam a savings account.

During the pandemic, Tiara worried not only about her child but also felt the additional burden of caring for and protecting the children at her daycare facility. Cam's daycare was closed for several months, and she had to find alternative childcare close to home.

Friends helped Tiara early in her motherhood journey, and we are proud of her success. But, the pandemic exacerbated her struggles. We are working to address moms' needs after graduation by creating an alum group. Moms like Tiara who have outgrown NFP (NFP supports mothers and babies from 28 weeks until 24 months of the child's life) will have a safe place to support each other. The alums can help one another overcome circumstances through shared experiences. This group is another critical step in Friends' efforts to help break generational curses faced by the moms we serve.

[Hear directly from Tiara](#) how she's creating a bright future for herself and Cam with through the help of Friends

"When I found out I was pregnant in December 2019, my entire world changed. I considered myself blessed to be with child, but I had a lot of work to do!" **Ariana Guilford** started her motherhood journey with uncertainty about the future. Like many moms we work with, Ariana had the drive to create the best possible life for herself and her unborn child.

Ariana's pregnancy journey led her to find a love for home birthing. She applied and received a Heart's Desire Award.

**"Friends played an integral part in me obtaining my Doula trainee certificate. Without the financial support, I wouldn't be a doula today. It was more than a scholarship; I was able to put my energy into my studies and family without having the stress of financing my training."**

In her essay, Ariana wrote, **"During my pregnancy, I knew of 3 black women who died during labor. Maybe if they had someone advocating for them besides their partner, they would have still lived. I want to be that person. Home births, midwives, and doulas are not a luxury; they are our history! I want to positively impact a mother's birthing experience, thus impacting future generations. How you birth affects your life and how you show up in the world."**

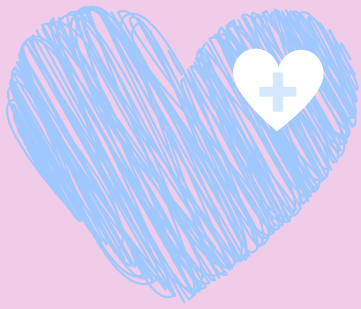
"My hope for my community is to save lives and families, lessen the negative birthing experiences, and have women feel supported throughout pregnancy, birth, and early postpartum. I hope to do this through education and being an extension of their support group.



**"I have amazing things to say as client of Nurse Family Partnership and can say it would be an incredible honor to be able to work in the same realm as them—assisting mothers and babies as they transition into their new role and world."**

**-Ariana Guilford Heart's Desire Award Recipient 2022**



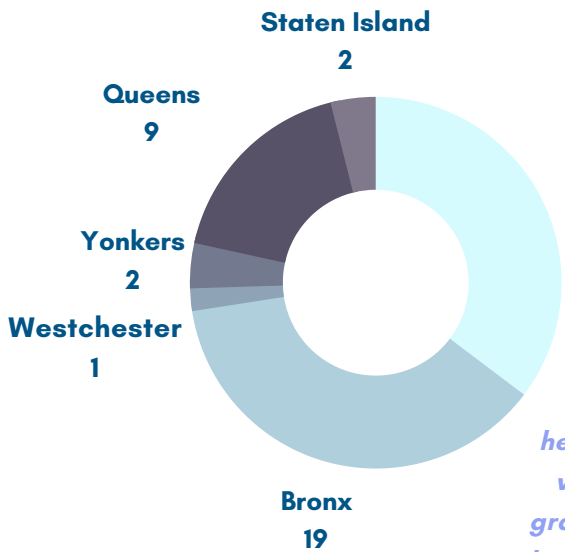


# Hearts Desire Fund

Friends funds academic courses, certifications, licenses, or associated resources that participants need to pursue careers with family-sustaining wages. Without Friends, NFP nurses are limited in their ability to help clients achieve economic self-sufficiency, and moms struggle to gain firm footing for themselves and their babies.

**AUGUST 2022**

**\$83K** awarded to **87** mothers



Danicha Garcia with her Mother's Day LEAP Event Raffle prize

**"I just want other moms to know motherhood doesn't limit you. You can still achieve everything you wanted before pregnancy even if you feel discouraged by the difficulty of being a mom. *Make a plan for yourself to reach your goal and achieve all you wanted.*"**

Because of the kindness of donors' hearts you are not only helping moms but are also helping their families.

Your donations are serving as second chances to mothers who want to get their life back on track but don't have the means to reach their goals. **You are putting smiles on mothers who are trying to offer a better life for their kids."**

Danicha Garcia is mom to two children under 2 and is currently finishing up college courses thanks to a grant from the Heart's Desire Fund.

*I would like to thank [Friends] for helping me give my son and I the help we really needed. I appreciate this grant very much. Words cannot explain how grateful I am. Thank you for taking the time to read about my story.*

HDF recipient '22



**Denisha**, a 23-year-old mom of an 18-month-old daughter, recently launched her own ethical fashion business after attending business school. This year, Denisha moved from a shelter to a permanent home with her daughter and is focusing on building her business. Earlier this year, we provided her with funds to furnish her apartment. She was recently awarded \$500 from Friends to buy a sewing machine.

*"Unable to take out a loan, I had to put a pause on my business plan once I was homeless again. With the help of the Child Tax credit I was able to purchase some necessary items such as clothing, a stroller, and shoes. Debt, the fear of having a bare home with nothing for my daughter since I don't make nearly enough to cover furniture, income safety, these things are alleviated with the support of Friends and a Heart's Desire Award. **I will finally be relieved of my deep hearted anxiety from all the stress of just barely making it and stretching myself super thin. I will be moving into a new home opportunistic and excited.**"*

Denisha is on her way to success with a safe home for her and her daughter and the means to achieve her heart's desires.



# LEAP FOR JOY!

## Learn, Eat and Play (LEAP)

Believing moms need opportunities to meet other mothers and enjoy activities together, Friends launched our LEAP program several years ago. We plan holiday celebrations and monthly gatherings on topics of interest.

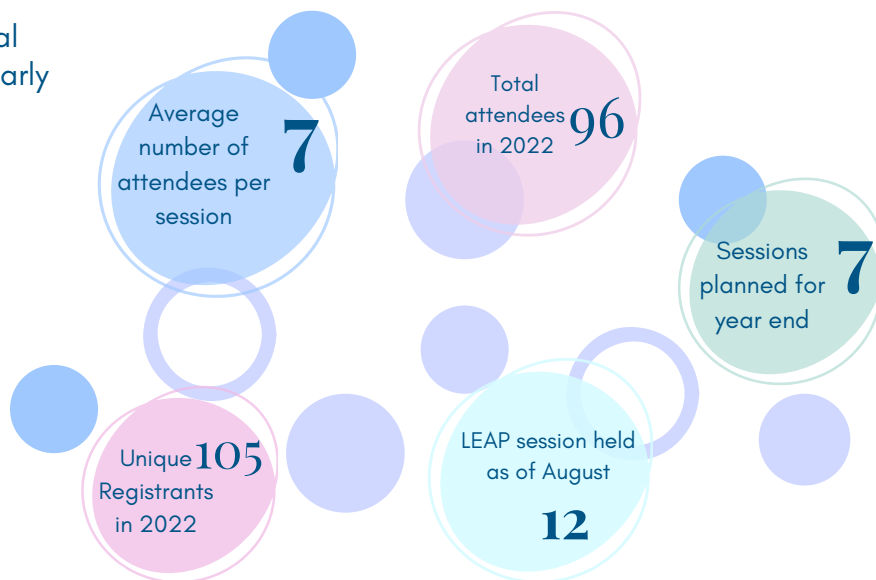
Programs we hosted this year focused on mental health awareness, nutrition and wellness, and early childhood development (including literacy development and sensory play).

Don't take our word for it. Our clients are our best advocates for the continuation of this critical program and the benefits it poses for their physical and mental health and overall happiness during pregnancy.

**"Thank you so much for the experience!"**

*-Diane LEAP Participant*

*Mommy & Me Pizza Making Class Participant*



## Moms Inspire Us

Marissa (name changed for privacy) is a mom of two working towards her nursing degree. Before applying for a Heart's Desire Award, Marissa had no reliable child care and COVID added challenges. With a grant from Friends, Marissa could pay her mom to take care of her sons while she attended an externship.



Marissa & her son making Pizza during a LEAP session

Marissa applied for child care through HRA (a government program that helps provide childcare, among other supports for low-income families). The time it took to receive approval did not line up with the start of her externship. "If I didn't get this award, I would have to put off my degree until I got the approval for childcare. With this grant, I will be able to help my kids, do more things for my kids, and better my own life. I would be able to graduate school on time and finish my program."

Marissa's story shows her dedication to making a better future for herself and her child. We were happy to award her a grant to finish her education and cover transportation, childcare, and a laptop to ease the burden during COVID.

She has been a constant participant in our LEAP sessions and shared the clip to the left with us of her and her Son making pizza together. It's moments like these that prove we're doing the right thing supporting moms with programs like LEAP.

**Thank you so much. This was the first time my son and I did something like this and I enjoyed doing it with him. Thanks a million!"**

# A BRIGHT FUTURE

Thanks to the inspiring and unyielding leadership of our co-founders, Susan and Chris, we are looking ahead with a strong vision for our future and a plan for growth. This growth will further our reputation for excellence, impact, and as an innovator in creating and implementing programs that end poverty.

## **Ensure our sustainability and envision our future:**

Taking the time to think about how our organization will deliver services now and in the future will help us deliver on our mission and be more resilient and impactful when the time comes. We want to consider program effectiveness, leadership, financial assets, and infrastructure needs.

## **Boost fundraising through our Campaign for**

**Growth & Generational Success:** A boost in fundraising allows us to maintain program support while staffing up and diversifying our fundraising efforts.

**Establish an Alumni Group:** We see the development of an Alumni Group as essential to achieving diversity and inclusion: assuring that participants have input in our activities. Alum leadership will provide valuable information on how programs are shaped and executed.

*"I wish this program was available on a bigger scale to help out more moms and even dads who are just starting out at parenthood."*

*HDF Recipient '22*

## **Funding additional mental health services:**

NFP leadership have highlighted this as the biggest need. We want to build out our programming to support clients better. We began with body-based intervention workshops this year and are working with NFP staff to understand the need.

**Develop a Career Awareness Program:** By raising awareness of the number of careers that allow for relatively short training periods and family-sustaining salaries, we will help clients achieve financial success and break the cycle of poverty.

*"Friends helped me with funding when I started the esthetician program, which I recently graduated from. I couldn't have done it without Nurse Family Partnership and Friends."*

Ain Cadet  
Program Graduate 2021



# HEROES WORK HERE

## The heart behind our work

Without nurses, there would be no Nurse-Family Partnership. NFP moms deserve well-equipped and well-resourced medical professionals on their side to guide them through the first stages of motherhood. Friends lends a hand to the nurses employed by NFP by funding professional development so they can better support moms.

Their dedication to the program and furthering their education sets an example for the moms, as evidenced by the number of moms who pursue a nursing degree after their experience with NFP. We thank them for their dedication. We also thank our donors whose support allows us to give nurses resources they need.

Resources like funding to cover the NFP National Nurse Symposium and specialty trainings like the one described below.



**Nurse-Family Partnership  
SCO Family of Services at the  
National Symposium 2022**

80

**Number of Nurses Friends  
funded to attend the NFP  
National Nurse Symposium  
investing in professional  
development.**

***Thank you so much for giving us the  
opportunity to grow  
in knowledge, through my growth my  
clients grow, and  
through their growth the world changes!  
Adelmis Grano de Oro, RN***

**"We are thankful for the opportunity to  
attend the Symposium - made possible  
by Friends of NYC NFP. We learned, last  
year, that getting our staff together was  
the best thing we could do to make the  
virtual Symposium meaningful and fun.  
So - from SCO Nurse-Family Partnership  
- a big, warm thanks for making this  
opportunity possible."**

## Addressing Mental Health

Important factors in the successful development of a baby include a mother's mental health, nutrition, and stimulation. That's why, over the last year, we have invested in mental health training for nurses to address mothers' maternal health and well-being. NFP staff at all levels have highlighted the need for more mental health training as this is the biggest crisis they face in their work.

Last year we provided the Promoting Maternal Mental Health Program (PMMH) as professional development, which was well received. The training brought in outside consultants from the University of Washington School of Nursing and the Center for Parent-Child Relationships. We are providing the training again this year.

The workshop addresses the importance of helping pregnant women achieve a healthier mental and emotional state during pregnancy. Interventions allow for individualized and creative approaches by the nurse, which is necessary as each mom has unique circumstances and mental health challenges. The training covers high-risk pregnancies, unresolved grief or loss, the typical course of pregnancy, domestic violence, and women experiencing depression or other mental health disruptions.

The PMMH program helps nurses strengthen their mental health assessment skills to detect early signs of mental health challenges more easily. This training equips nurses with the skills support pregnant women and help expectant moms achieve a healthier mental and emotional state during pregnancy.



# STABILITY & SUCCESS

## GRANTMAKING WHERE IT MATTERS MOST

Over half of our awards in the past year were for school, technical supplies, and emergency needs, including rent, destruction to personal property due to natural disasters, and unanticipated disruptions to daily life such as the loss of a job, sickness, and family issues. Since the beginning of COVID, the need for internet access for classes and work has increased for everyone. With our donors' support, we could help moms pursue their dreams. **This has always been important to Friends - our moms know what's best for themselves and their families.**

Tuition & Certificate Program Fees  
17.7%

Child Care  
6.3%

Emergency Requests  
45.6%

School Supplies  
23.5%

Metro Cards  
6.3%

Misc. .2%

*I feel optimistic about the future knowing there are programs like this one willing and committed to empowering people like me.*

Thobekile "Toby" Smith  
LEAP Program participant



"Thank you so much for putting together the emergency fund. Lately, even my most stable clients seem to be struggling. Thank you again."  
-Anna Pirsch, NFP Nurse

## FINANCIAL STABILITY FOR A STRONG FUTURE

The success of Friends' growth is thanks to our donors and our Board's leadership.

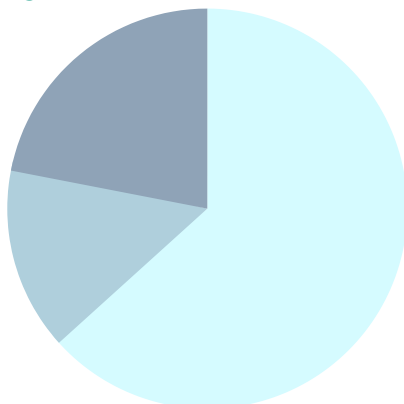
Because of their support, we are poised to close 2022 strong.

**Your generosity means the world to us!**

Management & General  
14.7%

Program Services  
63.3%

Fundraising  
22%



# Help Make a Lasting Impact

NO OTHER ORGANIZATION IN NYC GIVES FIRST-TIME, LOW-INCOME MOTHERS THIS KIND OF FINANCIAL AND EMOTIONAL SUPPORT.

**\$25,000**



Donations at this level enable us to grow our programming to support more mothers and babies

**\$20,000**



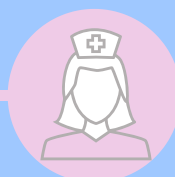
Covers fees for 5 new moms to complete a fast-track Medical Assistant Program, while covering child care as they pursue professional success

**\$10,000**



Pays off overdue tuition balances for at least 6 women, providing them the opportunity to go back to school

**\$5,000**



Assists 5 nurses to better serve NFP clients, paying for continuing education courses

**\$1,500**



Will equip 3 moms with laptops which allows them to work at home with their children

## Become a Friend!

Support from donors helps Friends provide life-changing opportunities for first-time moms and their babies. We're always looking to make a new friend and there are many ways to give.

### Grant A Heart's Desire

Support our work with a gift that sets families on a path for success. Make checks payable to Friends of NYC NFP: 1035 Fifth Avenue, Suite 10B, New York, NY 10028. Give securely online at [friendsofnycnfp.org](https://friendsofnycnfp.org)

### Invite your friends to learn about our work

Contact us to learn how you can easily set up your own online fundraiser or partner with us to host an information night in your home or for your office.

### Be Our Friend

Like us on Facebook & Instagram (@friendsofnycnfp)

### Join our Circle of Friends

Consider a monthly gift.

### Break the cycle of poverty with a legacy gift

We accept stock donations, work with family foundations, donor advised funds, and are honored to be included in your estate plans.

### Become a volunteer

Our work wouldn't continue without their time and expertise. To learn more, please contact us. We're eager to work with corporate partners or small groups.

### FOR MORE INFORMATION

Contact Karin Romans, Executive Director, [Karin@friendsofnycnfp.org](mailto:Karin@friendsofnycnfp.org).

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