



*helping moms
create brighter
futures for
their children*



2023

**IMPACT
REPORT**

Advocating For Moms

*Improving the lives of mothers and babies
by enabling mothers' self-sufficiency, increasing social and community
connections, and providing professional development for nurses.*

2022 was a record year for Friends of NYC Nurse-Family Partnership. We set a new milestone for Heart's Desire Fund applications, awarding more than \$175,000 to 145 mothers and piloting a new career readiness program where mothers learned skills to move toward self-sufficiency.

We know we've asked more of our supporters, staff, and board this past year, but the impact is undeniable. At a time when maternal health and well-being are in crisis, our donors stepped up, and we thank you.

Just as we started to recover from the pandemic, economic uncertainty and eviction moratorium rollbacks meant vulnerable communities experienced housing and food insecurity at higher rates. The support of our donors allows us to work toward rectifying the structural inequities impacting mothers and families.

As we finish the year, we see growth in our programming and progress toward our goal to help moms find family-sustaining careers. We want to thank our board for their passion and dedication. To our donors, we are in awe of your commitment. We can create a world that empowers mothers by coming together through giving.



Thank you,

A handwritten signature in blue ink, appearing to read "Henry Maschia".

Henry Maschia
Board President



Thank you,

A handwritten signature in blue ink, appearing to read "Karin Romans".

Karin Romans
Executive Director

Amazing Awardees

My name is Stephanie...



I'm 23 years old and work for the NYC Department of Education. I have a 4-month-old daughter who influences me to be the best mother I can be. I learned about Heart's Desire through Nurse-Family Partnership. **Nurse Carol has helped my daughter and I in many ways. Carol always provides me with information and resources I was unaware of. From the day I met her, I knew I needed her in my life. She is loving, caring, and, most of all, motherly. She's been pushing me to meet each goal I've set for myself, which is why I've re-enrolled in school. Carol is always there to guide me and give me tips on whatever I need.**

My passion is working with children of all ages. I enjoy helping them further their education, guiding them in the right paths, and showing them that no matter what might be going on in their lives, someone like me always cares about them. I've been working with children for about six years, and every year, I learn more than the last. My goal is to become a special education teacher. I want to positively impact the lives of children with disabilities, developmental delays, and learning disorders, and I will not stop working hard until I reach my goal.

Without Heart's Desire's assistance, I would have to miss out on spending time with my daughter and work to save up for school expenses. By receiving this award, I will be able to start my online classes in the spring instead of fall. I will be able to support my daughter and myself financially and not have to stress about paying a loan back. Now, I can strictly focus on my school work, raising my daughter, and becoming a better me and mother. I am beyond grateful for this Heart's Desire Award.

Hi, I'm Alia...

I want to say thank you so much for this award! **The computer and printer are truly a blessing because I can more easily try to find remote work while I further better myself and grow my digital printing business.** This award is such a help to me. Since the pandemic, printing anything has been a huge expense I won't have to pay.

This laptop and printer will make it much easier to update my resume now that I don't have to work on my mobile device. I truly appreciate this.



Hi, my name is Rachelle...



Being supported by the Hearts Desire Award has greatly impacted my life as a first-time mom. This award has helped me and motivated me to return to my career as a registered nurse. It has aided me in purchasing the proper resources and sitting the NCLEX exam. **I am grateful to Friends for helping moms like myself have the opportunity to pursue our careers and dreams!** The HDF award also provided me with childcare funds so I could study and not be distracted! **I love how this organization cares about ensuring moms get their lives in order and aiding moms mentally throughout this process to balance caring for their babies and making time to chase their dreams!** I enjoy being a part of this community because it has significantly changed my life in a way that I will not give up on my goals and my career! I am truly grateful for this organization!

Program Metrics

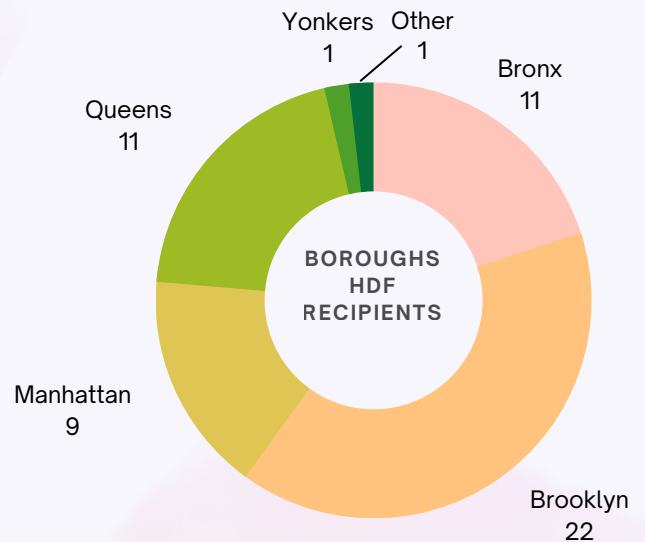
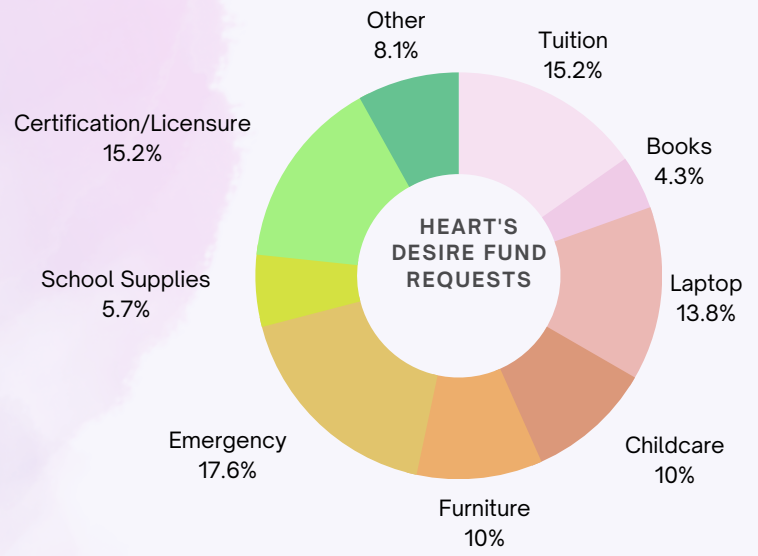
Building Success in 2022

Last year, we increased the number of Heart's Desire Fund awards by 67%, **providing 210 awards to 145 women. We ran 15 LEAP (Learn, Eat & Play) workshops** for moms. During shortages and challenging times, we **donated \$10,000 in diapers and pregnancy and body pillows to NYC NFP.**

Since 2017, we've **helped more than 750 families. This year, we've granted more than \$130,000.**

The partnerships we've fostered over the last year, such as with East Harlem Action Center and Family Enrichment Centers, have greatly increased our ability to offer a robust program to more moms. We look forward to strengthening these community ties

Right - Mom & baby at our Easter LEAP event



Hi, My name is Kiara...

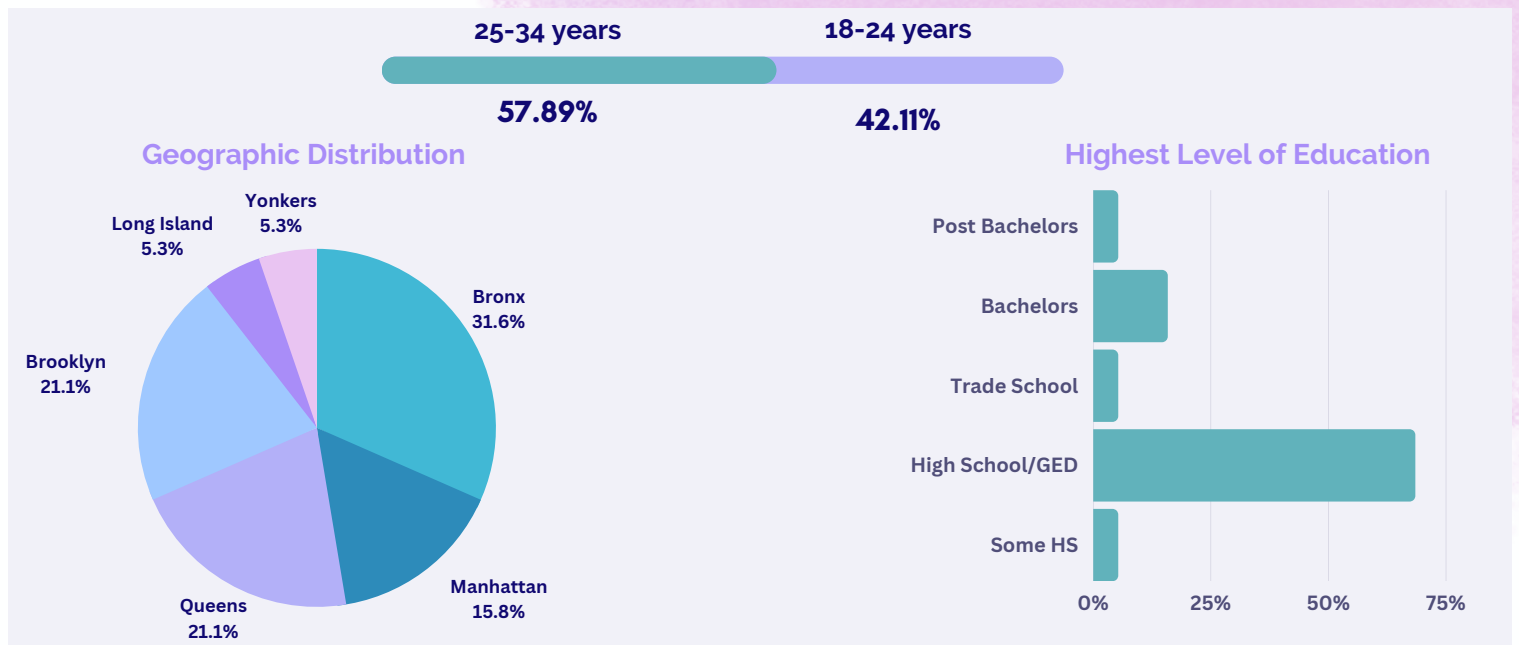
My determination and drive to accomplish my goals are bigger than just making a dream come true but fulfilling my life's purpose. I was born to make a difference in people's lives through entertainment, and I have already begun to do so as an individual. I am positive that as a business owner, my impact will do nothing but continue to grow. I have been dreaming and building this business since I was a young child, and now that I have a young child, I owe it not only to myself but also to her to accomplish all of my dreams and desires. Generational Wealth will begin with me in my family, and this is something I am determined and certain of.

Kiara (pictured left) received a \$1,500 Heart's Desire Award to incorporate Forever AmbiG Entertainment and start building a business that had seen roadblocks without licensure. To contact Kiara and learn more about her company: foreverambig.com

Moving Moms Forward

Career Readiness

In 2022, we collaborated with Sanctuary for Families (SFF), a NYC non-profit organization leading services and advocacy for victims of domestic violence and related forms of gender violence, to host a Career Readiness Workshop (CRW) as an NFP-specific iteration of SFF's existing Economic Empowerment Program. CRW's goals align with ours. Preparing first-time moms to succeed in the workforce is critical to breaking the cycle of poverty, housing insecurity, and abuse. SFF runs an outstanding and well-tested career readiness program. Together, we brought this opportunity to new mothers, a group vulnerable to financial abuse that prevents them from finding family-sustaining work and developing the means for economic security. Clients learned interview, resume, and cover letter skills necessary to attain a family-sustaining job.



Celebrating Alumni

At the core of our work is supporting mothers, and we have always wanted to explore ways to help graduates of the NFP program. This year, we partnered with NFP's National Service Office and the Raising Strong program to begin a NYC Chapter of their successful Raising Strong Alumni Group.

The alumni group connects moms, expands their support network, and offers platforms to exchange tips and information. Additionally, this program cultivates leadership and encourages mentorship. It will ensure that our programs continue to be community-based and informed. Our Program Coordinator and NFP graduate, Jazmin Williams, is supporting this initiative.

In 2023, we are looking to offer more programming for graduates. Friends launched an entrepreneurship course inviting graduates and current NFP moms to learn how to launch their own business.



NFP Graduates and their kids at this year's Alumni event hosted in partnership with Friends, Union Settlement, and Raising Strong.



Expanding Our Scope

We're here for Nurses too!

NFP nurses are the heart of the NFP program. Nurses suggest clients for the Heart's Desire Fund awards and connect them with Friends' programming. They encourage and guide new moms through motherhood and support their physical and mental health. By funding professional development and team-building, we care for the incredible healthcare professionals caring for first-time moms.



(left) Jazmin Williams, Programs Coordinator serving lunch at the Friends of NYC NFP Nurse Appreciation Luncheon 2023

(right) NYC Nurses at the Friends of NYC NFP Nurse Appreciation Luncheon 2023



Hello, I'm Fredyla...

I have worked with VNS Health Nassau Nurse-Family Partnership for ten years - eight as a nurse home visitor and the last two as a nurse supervisor. My career as a nurse has always focused on supporting vulnerable families. I am passionate about working with mothers and individuals in different stages of their lives. I am grateful for the opportunity to provide compassionate care and lead moms to positive health and social outcomes. To accomplish this type of work, I have realized that I cannot do it alone and have partnered with different organizations doing amazing work on behalf of moms needing support to reach their goals towards self-sufficiency. With Friends support, my colleagues and I have benefited from attending numerous NFP symposiums and other professional development opportunities, and I was personally grateful for the emergency funding they provided to the moms in our care who bought car seats, toddler beds, diapers, highchairs, safety gates, cribs, developmental toys and more. **Friends support has been integral in supporting some Nassau NFP clients to accomplish their educational goals** through concrete items such as books, transportation, tuition, and childcare funding. Working with Friends of NYC Nurse-Family Partnership has been an honor, and I look forward to building on our strong foundation and expanding care to more moms and families for years to come.



Setting Up Shop!

This summer, Friends officially partnered with **WORKPLAYCE**, a co-working space providing a family-friendly environment geared at supporting working parents. Their mission is "to create an atmosphere and an environment to alleviate the stress that comes with juggling being a professional and becoming a parent, so you can have the things that matter to you." We are grateful for this opportunity, as it provides a central office location for our growing staff and is a partnership we are proud to be a part of as we all work towards a business environment that encourages parents.

Building Community

Summer fun in the Hamptons

Friends was thrilled to host its first friend-raising event out East this summer since COVID. Hosted generously by Chris Wasserstein and Ellen Cohen, two long-time Board members, new friends, and seasoned donors were invited to hear from NFP nurse Fredlya on the importance of our programs and why they work. The event was attended by roughly 25 people and raised over \$3,000!



345

Instagram
Followers

Social Media Engagements

Social media allows us to raise awareness for our programs and engage our community. Over the last three years, we have made strides to increase our followers and increase engagement. In one year, Friends increased posts, followers, and engagement by over 250% on Facebook and Instagram. Our Instagram content reaches 845 individuals daily, while our Facebook reaches nearly 1,500 individuals. Be part of our growing community by sharing our posts and engaging with us. Please give us a follow @friendsofnycnfp!

\$1000+
raised by FB
Friends

390

Facebook
Followers

79

LinkedIn
Followers

Grant Acquisition is critical to our success...

We are unique because we have successfully developed programs solely through individual donations and without government support. Our ability to acquire grant support is crucial to strengthening our infrastructure. Grants from key funders have allowed us to enhance our critical programs, address participant needs better, and support the staff required to make our programs successful. While expanding our fundraising efforts and diversifying resources, we rely on this support to build our successful economic empowerment programs.

Grants are key to our success. If you know of any foundations or donors who align with our mission and would like to let us know or introduce us, please contact us (development@friendsofnycnfp.org).

Creating Future Success

Fund for Generational Success in Honor of Susan Orkin and Chris Wasserstein

In founding Friends, Susan Orkin and Chris Wasserstein sought to level the playing field for children. The Fund for Generational Success, named in their honor, looks to propel our organization forward. Our board dedicated its energies to identifying our strengths, creating a strong vision, and honing our strategic plan. This includes leveraging critical partnerships, creating new opportunities for skill development and career readiness, supporting graduates, and caring for mental health and emergency needs. Friends is a key partner in helping address gaps in resources for the mothers of NYC NFP. We aim to engage more mothers, expand our work, and build resiliency. Our Heart's Desire Fund growth, new programs, recent hires, efforts to support alumni, and investments in strategic planning and communications are allpart of these efforts.



67%
organizational expenses
going directly to moms
and babies

Fund

Details

Results*

Fund for Generational Success

In 2021, we launched a capacity campaign to ensure our future and ability to carry out our mission; this became the Fund for Generational Success.

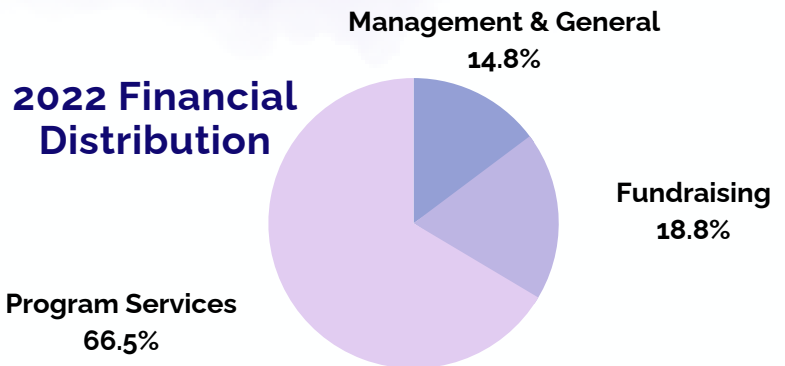
- '21 raised \$25,000
- '22 raised \$137,000
- '23 raised \$63,500as of Oct.

Annual Fund

Our annual fund supports every aspect of our work and is a critical component of our success and that of our moms. We are working hard to diversify our fundraising efforts to support programs.

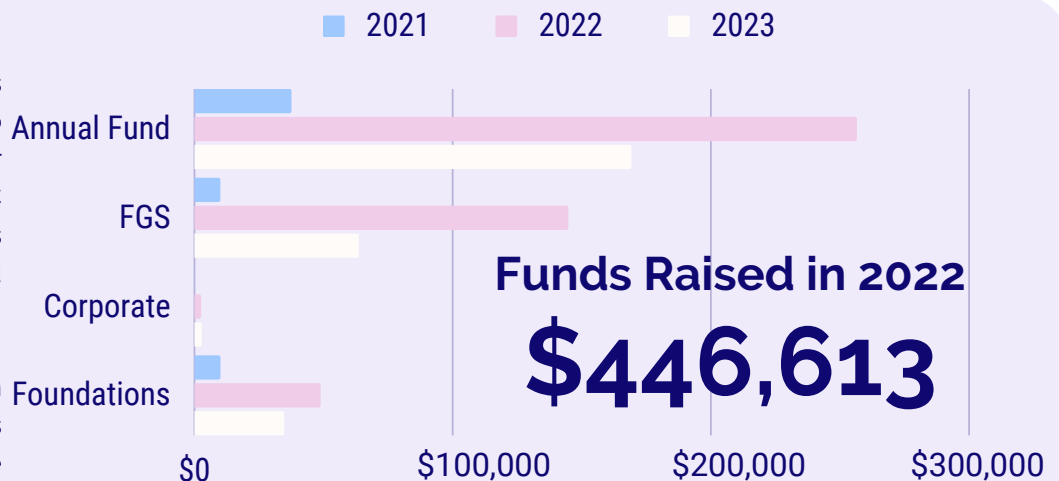
- '22 \$256,000
- '23 \$169,000 as of Oct.
- \$173,000 distributed to 143 moms in 2022

The support of our donors helps Friends strengthen and grow our organization. In 2022, there was nearly a 70% increase in the number of Heart's Desire Fund awards. We also made some strategic program administrative investments to ensure our long-term sustainability.



In 2022, 152 individuals, foundations and corporations gave over \$450k to support our mission. Of those, over half have supported Friends of NYC NFP for over three years. Friends raised an additional \$125K compared to the previous year (2021 to 2022).

Your continued support will mean hundreds more moms and families achieving their Heart's Desire. As we approach year-end, we encourage you to join us in supporting families.



(numbers are as of Oct. '23)

We couldn't have done it without your generous support. We thank you!

Continue to support Friends of NYC Nurse-Family Partnership.



Volunteer Visit friendsofnycnfp.org/volunteers to learn more.



Give If you have not yet made your gift this year, we encourage online donations but also accept gifts via mail, gifts of stock, and matching gifts, among other ways to give.



Support Share our social media, encourage friends to give and be an ambassador for moms and babies.



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