



# A Fund for Generations

BREAKING THE CYCLE OF POVERTY &  
LEVELING THE PLAYING FIELD FOR FAMILIES

THE FUND FOR GENERATIONAL SUCCESS  
IN HONOR OF SUSAN ORKIN & CHRIS WASSERSTEIN





## FRIENDS OF NYC NURSE-FAMILY PARTNERSHIP

In founding Friends, Susan Orkin and Chris Wasserstein sought to level the playing field for children. The vision of Friends of New York City Nurse-Family Partnership is for all babies in New York City to have an equal opportunity to thrive. We believe the New York City Nurse-Family Partnership program is the best model to achieve this vision. By supporting them fully, mothers create financial stability and break the cycle of poverty.



As women in the helping professions, Susan and Chris recognized the power of promoting good outcomes for babies at the earliest moment possible. When they discovered Nurse-Family Partnership in New York City and learned that it had no means for philanthropic contributions, they decided to do something. What began as an idea to help at-risk families succeeded beyond their wildest imagination. **We have awarded more than \$450,000 and assisted 480 mothers.**

In running our programs, we identified areas of unmet need. Over the last year, Friends has undertaken a strategic planning process that will propel our organization forward. Our strategic plan charts a course toward operational excellence, financial security, and organizational stability. Our plan allows us to leverage our partnerships, our program, and our demonstrated history of success to engage more mothers, expand our work, and build resiliency.

*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**





# CENTERED ON GENERATIONAL SUCCESS

Susan and Chris firmly believe it is impossible to create equity for babies without supporting mothers. The nurses are superb educators in child development and parenting and represent trusted confidants and advocates until babies are two years old. However, they cannot address some of the clients' financial needs. Friends of New York City Nurse-Family Partnership's actions to fulfill our mission have a powerful impact on participants' lives. **In crafting our strategic plan goals, we've focused on programs supporting mothers' needs to ensure their children have access to a better future.**



*Thank you all so, so much. I appreciate everything that I have received from Nurse-Family Partnership—not just for help during the pandemic—but 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.

## Creating A Lasting Impact

When honoring the vision and hard work that Susan and Chris put into Friends, it was most appropriate to name the fund after them. **The Fund for Generational Success in honor of Susan Orkin and Chris Wasserstein will further our growth and sustain our long-term vision.**

We have raised more than \$220K of the \$300K goal. We hope that in our founders' honor and because that is one of the most impactful investments you can make, promoting the productive lives of babies, you consider a special gift. We are grateful that you have already shown your enthusiasm for this cause. We hope you will continue to see it as an important priority.

"Thank you so much for the gift card. It is such a blessing to my family which helped buy the essential products my daughter needed like diapers, wipes, diaper cream and more....this was a gift from God himself. Once again, thank you." - Vronik Francois, Heart's Desire Fund Recipient



# CREATING A SUSTAINABLE FUTURE

The following outlines in broad strokes some of the points of our operational plan. These strategic initiatives will be the groundwork for our organization over the next three to five years.

## **Career Awareness and Training Program (Self-Sufficiency/Economic Security)**

We will partner with Sanctuary for Families to give our clients an in-depth understanding of the information and tools to obtain family-sustaining careers. Sanctuary runs an outstanding and well-tested career readiness program that will provide clients with the tools and training they need to take control of their future. NFP nurses get clients started by helping them think about career goals; and we will now supplement those initial efforts with specific advice, direction, and guidance.

## **An Alumni Association (Social Support)**

We have begun the work to develop an alumni association that will help stimulate both networking opportunities and friendships, allow clients to make connections and solve shared challenges after their graduation.

## **Emergency Funds (Health and Mental Health)**

During the pandemic, we offered more than \$100,000 to help clients procure everyday essentials when shelves were empty, or prices were high: diapers, personal care items, and food. In light of the continued lack of resources and services, we expanded our Heart's Desire program to include short-term funds. Our goal is to prevent homelessness and food insecurity and reduce stress caused by poverty. This is often exacerbated by the delays in the bureaucratic systems meant to alleviate poverty (e.g. Welfare, Unemployment insurance) and address the well-being of mothers and children.

## **Supplemental Mental Health Services**

We intend to pay for a carefully selected set of short-term, body-based therapies that experts recommend for women who have experienced trauma.



Hayette Lopez, Program  
Coordinator & past HDF recipient

*The mission of Friends of New York City Nurse-Family Partnership is to improve the lives of mothers and babies by supporting the New York City Nurse-Family Partnership program (NYC NFP) through financial assistance to enable mothers' self-sufficiency, increase social and community connections, and provide professional development for nurses.*

# HELP US REACH OUR GOAL

With your support today, the mothers and babies we serve and the nurses who support them will easily see the fruits of our organization's efforts. We invite you to join us today and donate in honor of our founders so, together, we can break generational curses and help build generational stability for year's to come.

To donate please visit our website and don't forget to join us on social media for updates on our moms, programs, and opportunities to get involved.

Friends website: [friendsofnycnfp.org](http://friendsofnycnfp.org).

Friends Facebook Page: [facebook.com/friendsofnycnfp](https://facebook.com/friendsofnycnfp)

Friends Instagram Page: [@friendsofnycnfp](https://@friendsofnycnfp)

## EMPLOYER MATCHING GIFTS

Double your impact when your company matches your gift. Remember to remind your supporters to do the same. Check at

[www.doublethedonation.com/friendsofnycnfp](http://www.doublethedonation.com/friendsofnycnfp)



Scan here to donate now!



*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