



# INVESTOR REPORT 2020

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**FR1ENDS** of the  
**CH1LDREN**  
New York

## DEAR FRIENDS,

As this year comes to a close, I wish to say a heartfelt thank you. I'm moved to acknowledge the hardships, anger and grief many of you in our Friends community have experienced over the last year. It is in the face of challenge that character is known and the character of our Friends community and supporters is an inspiration.

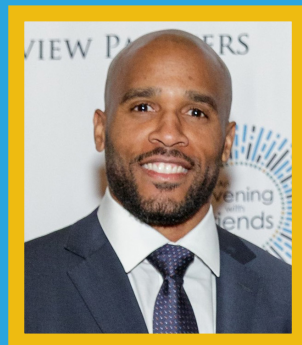
Beyond the hurdles we are still facing with COVID-19, with its disproportionate impact on communities of color, our families continue to bear the impact of disparate systems built on false narratives. This results in a lack of opportunities, resources and social supports, leading to a complicated lack of stability - the "Stability Gap." Our organization exists to bridge this Stability Gap and I, like you, believe Friends of the Children is an important piece in achieving the reality of a world that fully embraces equality and inclusion.

Although I don't have all the answers, there are things I know to be true. I know that, at Friends of the Children, demanding equity is core to who we are, a foundational value that is built into our DNA. From watching our Achievers become community leaders to celebrating our LGTBQIA+ youth, our Friends have a long history of embracing differences, championing change and advocating for inclusion. As an organization that serves youth, and now their caregivers, we will continue to help raise their voices, thereby creating progress for themselves and their communities – they need us now, more than ever.

I know that what is not discussed cannot be changed. We must find ways to have these difficult conversations together. We will give space to talk and listen and heal through our community. This will be an active process, as we find ways to foster discussions in the near future.

I know that hope is paramount. Despite the challenges our families face today, I see the possibility on the horizon. In honor of the many other lives lost to discrimination and injustice and the many communities that are still unheard and underrepresented, Friends will provide hope, always standing for equity and inclusion for all.

In summary, I know our youth and families can overcome any obstacle with the stability we provide for 12.5 years, no matter what - and none of this is possible without your support. Thank you! I am inspired by our ability as a collective to be a force for the change we want to see in New York City.



## WARM REGARDS,

A handwritten signature in white ink, appearing to read "Gary Clemons".

Gary Clemons  
Executive Director  
Friends of the Children New York

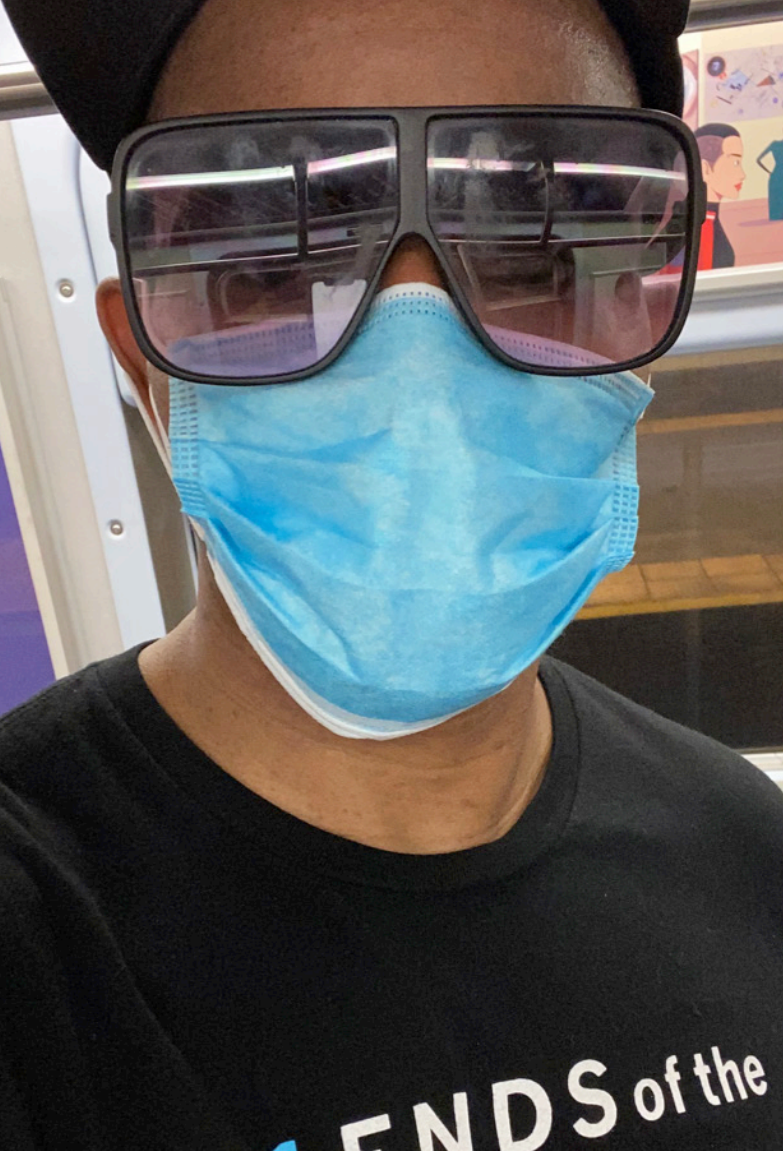


## NAVIGATING A PANDEMIC

COVID-19 took a tremendous toll on communities all throughout our country and abroad. It taxed our health care system, stagnated our economy, and set the stage for great social unrest. These impacts are exacerbated in minority communities due to historical systemic inequities in social services and health care. In order to assess the greatest needs within our communities, we created a survey to ask our families what type of response would be the most impactful for them. The results of the survey informed us that our families' greatest needs included academic support, technology, enrichment services, and basic needs.

**“In these challenging times, the Price Family Foundation wants to do our part to help the most vulnerable New York City children and families access food and other basic necessities. We are providing Friends of the Children New York with an emergency gift to get food to the families they work with in Harlem and the Bronx. We are also supporting Friends’s efforts to ensure that all of their children have the technology to connect with remote learning and other critical resources. We recognize that the COVID crisis is a marathon, not a sprint, and we trust Friends to do all they can to support children and families throughout this crisis.”**

– Joanne Duhl - Executive Director, Price Family Foundation



## PROVIDING BASIC NEEDS SUPPORT

During COVID, we've turned both of our Harlem and Bronx offices into food pantries. Families knew that they could come to the office to pick up food, and when that was not possible, their Friend would deliver it. Friends also prepared and delivered individualized care packages, and we provided cash vouchers to meet emergency needs.

## STORY OF KADEEM

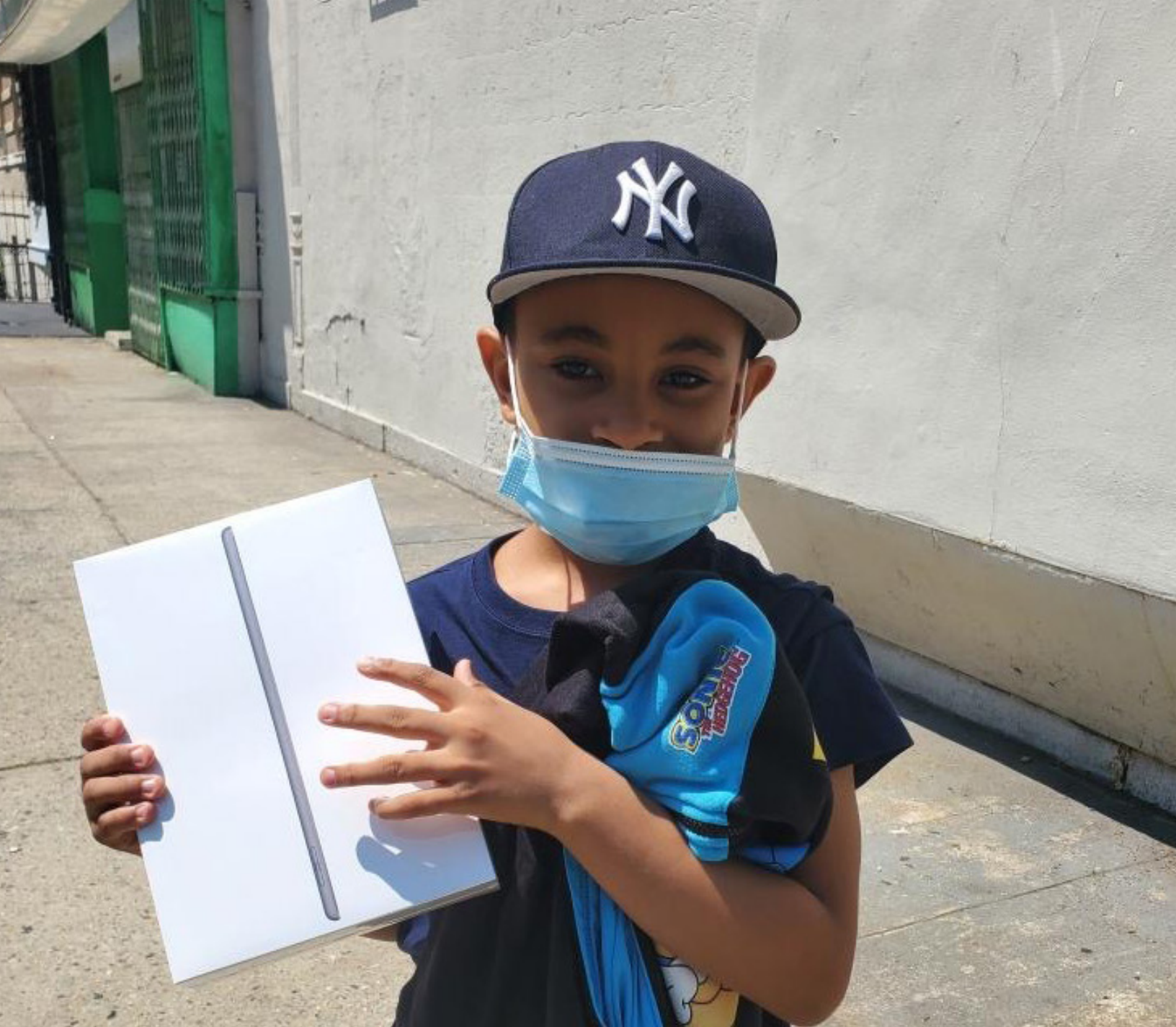
Kadeem is the father of 6-year-old Shani, one of the Achievers in our program. Kadeem is the breadwinner and main caregiver in his household. In mid-March, as families were just beginning to shelter in place, Kadeem learned from his employer that his license as a security guard in a New York City office building had expired. During "normal" times, Kadeem would have simply been able to renew his license, but due to COVID-19 the office was closed, and he was temporarily laid off. Kadeem was suddenly very worried about how he would be able to put food on the table for his family. Friends NY has turned its Harlem and Bronx offices into food pantries that are open three days per week, and Friends also deliver food to families unable to come to the office. During this time, the percentage of our families that have accessed our office food pantry or have needed food deliveries to the home has grown to 25% of our total families served.

## ACADEMIC SUPPORT

For many of our youth, academic support has been more essential than ever. Friends check in regularly with their Achievers' teachers, have been granted access to Google Classrooms, attend school with youth online, and advocate for them to ensure that they continue to be successful in school.

## STORY OF MACEY SANCHEZ (GRADE 1 ACHIEVER)

Macey (Achiever) and Ms. Ariana (Friend) have been working together for the last six months and have had to build their relationship exclusively during the COVID-19 pandemic. During this time, Ariana has partnered with Macey's mother to help plan out her day each morning and has provided technology resources to help facilitate her smooth transition to remote learning. One of the subjects they focused on the most was reading. Macey would often skip over words she didn't know during their reading sessions and would make up sentences based off the pictures in the book. Over the summer, Ariana sent Macey various books on topics she enjoyed, and they would structure their time around reading these books. Ariana would work with Macey to review the words she missed and have her answer questions about what she read. By the time they covered the last book of the summer, Macey was able to read the book to Ariana without any help or corrections!



## **PROVIDING ACCESS TO TECHNOLOGY**

Throughout 2020, Friends NY ensured that every child in our program had the resources needed to succeed in school and regularly connect with their Friend. Many children in our program learned to use technology for the first time. Friends leveraged technology in new ways too. In addition to providing technology, Friends attended their Achievers' remote classes, providing them individualized support and instruction and assisting them in their transition to remote learning.



## **ENRICHMENT ACTIVITIES**

Before the pandemic, Friends and youth were always out and about, visiting parks, museums, movies, plays and all that the city had to offer. During the pandemic, Friends and youth demonstrated exceptional creativity. Friends provided enrichment activities remotely, such as yoga, meditation, art, gardening and science and technology games. In addition, Friends hosted monthly group community events such as talent shows and scavenger hunts. These helped youth connect with one another and provided constant reminders that they are part of a community.

## AMPLIFYING VOICES

Margaret grew up in NYC her whole life and was in the foster care system for a period of time before being placed with a permanent family who would eventually adopt her. Her experience of being abandoned by the foster care system and growing up without the understanding and support she needed led her to develop depression. Margaret reminds us that every human being has their own struggles in life and how we approach our struggles is what defines our strengths. Despite her challenges, Margaret grew to become an incredible woman and mother and an advocate for challenging stigmas around mental illness.

Margaret is the proud mother of Mackenzie, a strong, intelligent eight-year-old girl and an Achiever in the Friends NY program. Growing up in Harlem, Mackenzie has seen many marches in her neighborhood in support of the Black Lives Matter movement. These displays of activism inspired Mackenzie to be more active herself. Compelled to do more, Mackenzie convinced her mother to help her organize her own march, led by kids. The “Our Future Matters” march was held on August 13 and was a powerful moment in Harlem history, serving as a rich example of community support for youth activism.



**Our Two-Generation (2Gen) program provides a paid professional mentor to families impacted by the criminal justice and foster care systems. The 2Gen program is committed to empowering families with resources, opportunities and social supports needed to help caregivers and their children reach their full potential.**

# STABILITY GAP FOR BLACK AND BROWN FAMILIES

Five hundred years of racism has been built on false narratives about Black and Brown people. As a result, systems that are meant to provide support have instead created a systemic racism that's entrenched in society. This construct has led to widely accepted stereotypes that certain "types of people" don't deserve opportunities, resources, or social supports because they are perceived as being "bad". The long-term effects of these false narratives are manifested in a Stability Gap for our families. We believe that all people and cultures have value and that everyone deserves an opportunity for redemption. We also recognize that new narratives must be promoted to highlight this truth. We have to create systems that provide equitable opportunities and resources and keep social supports in kids' lives. Our model is able to provide stability, but the system creates disparity at too large a scale to be fixed by service alone - the system needs to change. Our youth and families' collective stories teach us the far-reaching impacts of systems - and we trust that those who are most affected understand the solutions. Our families are our best messengers to bring about change, and we honor them by providing a platform to amplify their voices.



In NYC, the average non-white school district receives \$2,226 less, per student, than a white school district. Nationally, this disparity amounts to \$23 billion less in funding for non-white school districts.<sup>1</sup>



A 2020 analysis found that Black people are 3.64 times more likely than white people to be arrested for marijuana possession, despite having comparable usage rates.<sup>2</sup>



In 2016, at \$171,000, the net worth of a typical white family was nearly 10 times greater than that of a Black family, \$17,150.<sup>3</sup>

## FALSE NARRATIVES

## DISPARATE SYSTEMS & POLICIES

## POSITIVE OUTCOMES

## STABILITY GAP

## INTERVENTION

## YOUTH

- Achieve one of the 3 E's:
- Enrollment in college
  - Full-time gainful employment
  - Enlistment in the military

Graduate high school

Avoid criminal justice system

Avoid early parenting

## CAREGIVERS

Family Wellbeing

Employment

Stable Housing

Education

Nutrition

**Stability Gap:**  
An unstable environment created by long-term inconsistent and/or limited access to resources, opportunities and social supports, due to inherent racism in policies and systems

**1**  
**1**  
Individualized long-term approach

POLICY EDUCATION AND SYSTEMS CHANGE

CHALLENGE THE NARRATIVE

INFLUENCE

INFLUENCE

<sup>1</sup> edbuild.org/content/23-billion#NY

<sup>2</sup> graphics.aclu.org/marijuana-arrest-report

<sup>3</sup> brookings.edu/blog/up-front/2020/02/27/examining-the-black-white-wealth-gap

## USING OUR VALUES TO SUPPORT OUR FAMILIES



**PUT CHILDREN FIRST**



**BUILD RELATIONSHIPS ON LOVE**



**COMMIT TO EMPOWERMENT**



**PURSUE GOALS RELENTLESSLY**



**DEMAND EQUITY**

Friends NY always strives to affirm our families and youth while providing social support, valuable resources and important opportunities. We continue to reimagine our programs and work to close the Stability Gap by empowering our families and youth to reach their full potential.

### ADVOCATING FOR SYSTEMS CHANGE

Affirming that our caregivers and youth are powerful and have expertise in the change our systems need, Friends NY established Parent and Achiever Policy Advisory Committees (PAC). Our Parent PAC will reflect on the policies and systems that created instabilities in their lives through a social justice lens. Our Achiever PAC will look at recent cases of injustice and use understanding of systemic failings to help them define what public safety should look like.

### SUPPORTING LEARNING THROUGH CULTURE

Education is key to unraveling systemic structures that have informed and influenced the lives of Black and Brown communities for centuries. Our Relearning, Enlightening, Acknowledging, Creating & Helping (REACH) curriculum is a vehicle that will navigate achievers through different stages of understanding 1) History, 2) Economics, 3) Health & Wellness, 4) Community, 5) Self-Identity, and 6) Social justice through a culturally specific lens.

### PROVIDING OPPORTUNITIES IN WORKFORCE DEVELOPMENT

Connecting our caregivers and working aged youth to workforce development recognizes economic mobility as a key element to breaking the cycle of poverty. We are building new programs and partnerships as social supports to advance job opportunities in this particularly challenging time.

### EMPOWERING FAMILIES WITH CONNECTION TO RESOURCES

Friends NY is supporting our youth and families through the COVID pandemic by continuing to provide resources, including technology, basic needs and mental health services. When necessary, we continue to leverage strategic relationships with outside experts, such as Williamsburg Therapy Group, who will be providing free counseling to our youth and caregivers.

## SUPPORTING OUR 2GEN FAMILIES

Elaine is the mother to Elaine Jr. (EJ), a six-year-old Achiever in our program. Elaine and her husband are both justice-involved. While Elaine recently completed a three-year probation period after fighting her case for three years, her husband is still serving time after being wrongfully convicted. Despite tireless efforts by Elaine to facilitate visits, EJ has only had the opportunity to see her father a handful of times. Many of the roadblocks that have prevented EJ from visiting her father are a result of rigid policies that have handicapped justice-involved families and made it nearly impossible for children to maintain a relationship with a parent in prison.

Working to provide stability for her daughter, Elaine has faced numerous obstacles in the areas of housing, employment, and education for EJ. For example, while she and EJ live with Elaine's mother, housing agency stipulations define them as homeless. Simultaneously, since they do not live in a shelter, where their health and safety would be compromised, they are not eligible for support intended for people facing homelessness.

At the same time that Elaine was completing her probation sentence, she was finishing up her master's degree in social work from Fordham University. Elaine is currently working full-time at Henry Street Settlement as an after-care case manager, where she helps reintegrate formerly incarcerated people back into the community. She is also a founding member of the Friends NY Parent Policy Advisory Committee, which works to empower our parents with the knowledge and tools to use their experience within systems to advocate for meaningful change.

Elaine and her daughter were first introduced to Friends of the Children New York this past February, just before COVID brought life as she knew it to a halt. Despite the challenges of COVID, EJ has developed a strong relationship with her Friend, Ariana.



**“Ariana and EJ clicked immediately. She teaches EJ how to use new technology, helps her with her reading, and they work on science and social studies together.”**

– Elaine

**“The sensitivity, individualization and thoughtfulness of the approach that Friends NY brings to serving families has made me an instant fan of this organization.”**

– Eric Brettschneider, Commissioner for the NYC Administration for Children's Services



## RETURN ON INVESTMENT

# \$8.5 million

Reimagining Community Investment

Research has shown by minimizing involvement in punitive systems, for every \$1 invested instead in preventative models like Friends, \$7 is returned to the impacted community.



## \$1

invested in Friends

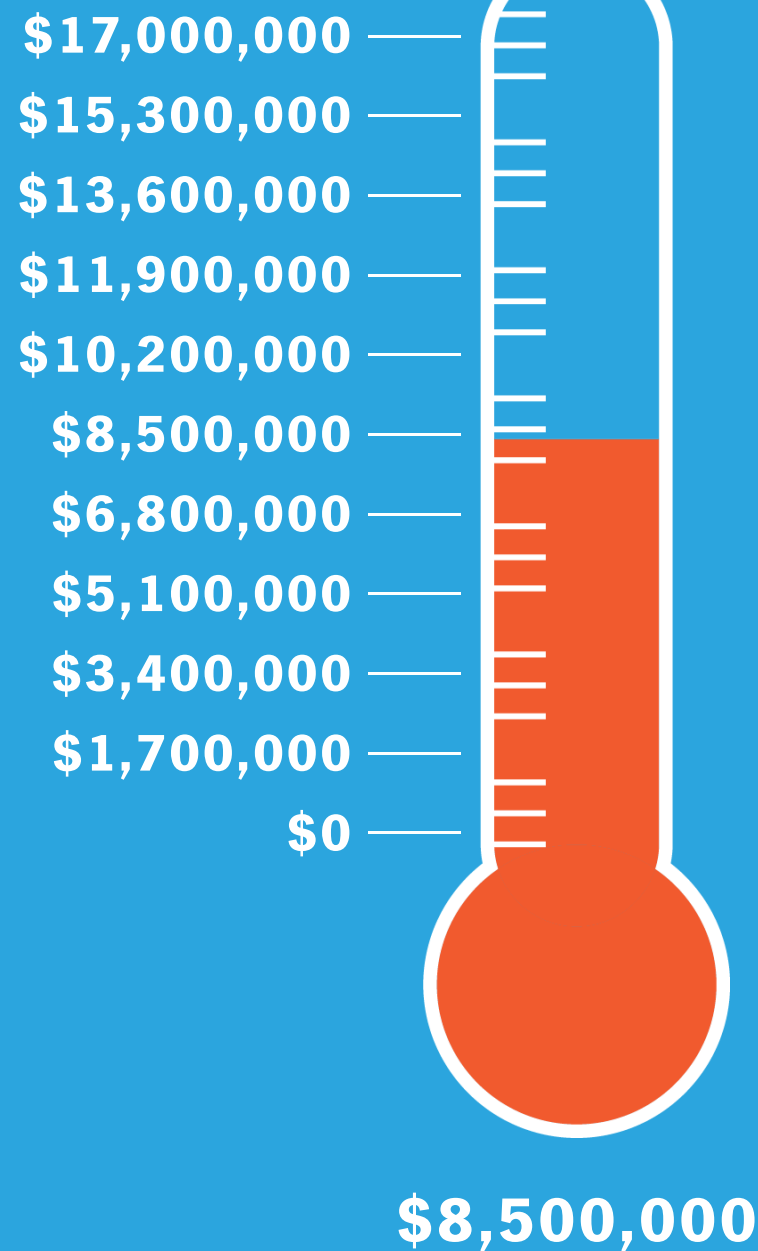


## \$7

returned to the community

## POWER OF ONE EXANSION CAMPAIGN

This past year, Friends NY has made incredible strides in our Power of One Expansion Campaign. We are more than half way through to our goal of raising 17 million dollars in support of our larger goal of doubling the number of Friends we employ and youth and families we serve. Our expansion efforts target two of New York City's most challenged systems: child welfare and criminal justice. We could not have anticipated the impact that COVID-19 would have on the communities we serve, and support is needed now more than ever to help our vibrant communities through this challenging time.



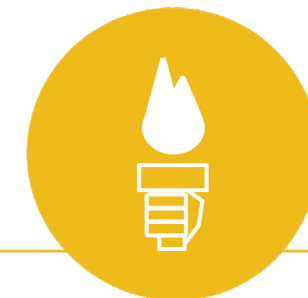
## 91%

of Friends NY youth  
celebrate high  
school graduation



## 94%

of Friends NY youth  
wait until after  
their teen years to  
become parents



## 95%

of Friends NY youth  
avoid the criminal  
justice system



## 100%

of Friends NY youth  
achieve one of these  
three E's  
– Enrollment in College  
– Full-Time Gainful Employment  
– Enlistment in the Military





“If you don’t constantly nurture that ‘king’ within our young men, it’s easy to go astray with all the things they see surrounding them in our communities.”

– Chase Williams,  
Founder of Table of Kingz



“Cornbread and Conversations started when I realized how important it was for us to start telling stories and giving the community an opportunity to meet local heroes and celebrate them.”

– Tren’ness Woods Black,  
Owner of Silvia’s



“Mentorship fills a gap for a lot of people in terms of resources and learning how to get through these systems.”

– Kadiatou Tubman,  
Manager of Education Programs and Outreach at the Schomburg Center for Research in Black Culture



“Believe that they are capable. Whatever it is that they decide to do. Whether it’s education, art, raise their children, whatever their goal is, they can do it. They have within them what it takes.”

– Vivian Nixon,  
Executive Director of College and Community Fellowship (CCF)



“I had a social studies teacher that taught me about the Black Panther movement from an empowering lens, and that sparked my conscious mind and influenced me to be an entrepreneur.”

– Kells Barnett,  
Designer, 5001 Flavors Clothing Co. and Co-Owner of Harlem Haberdashery



“For my restaurant **FIELDTRIP**, my goal was to make it work in Harlem. If we could make it work in Harlem, we could make it work anywhere in the world.”

– Chef JJ Johnson,  
James Beard Award Winning Chef and Owner of FIELDTRIP

Friends of the Children NY extends our heartfelt thanks to the following donors for their generous contributions toward our Power of One Expansion Campaign, which is helping us continue to grow our program to serve more children and families in our community.

**\$1 Million+**

Pinkerton Foundation

**\$500,000 - Million+**

Anonymous  
Conrad N. Hilton Foundation  
The Price Family Foundation

**\$100,000 - \$499,999**

The Carl Marks Foundation  
Karn and Melinda Chopra  
Office of Juvenile Justice and Delinquency Prevention  
Michael Jordan Foundation  
Christopher Rollins

**\$50,000 - \$99,999**

Edith Glick Shoolman Children’s Foundation  
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**\$20,000 - \$49,999**

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*Gifts above represent cumulative giving since our campaign began in 2019.*

## FINANCIAL OUTLOOK

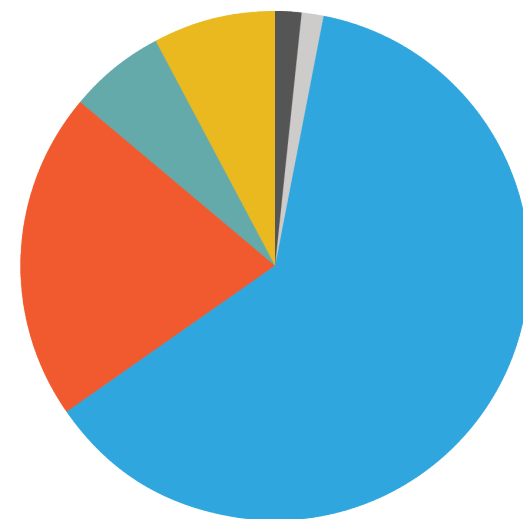
FOR THE FISCAL YEAR ENDING  
AUGUST 2020

### ASSETS

Cash and Investments.....	\$1,310,760
Receivables.....	\$1,457,905
Prepaid expenses.....	\$46,978
Building and Equipment.....	\$5,910
<b>TOTAL ASSETS.....</b>	<b>\$2,820,832</b>

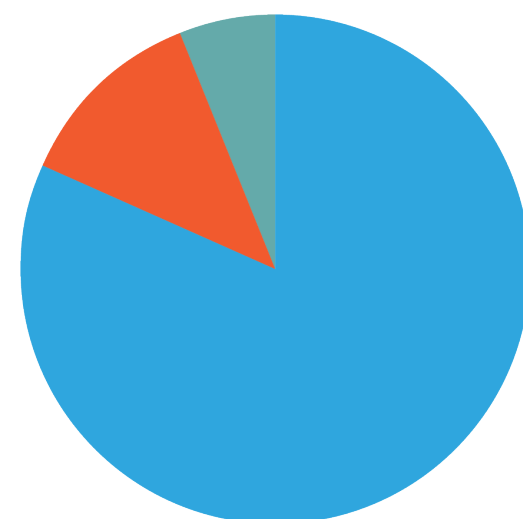
### LIABILITIES AND NET ASSETS

Liabilities.....	\$189,812
Net Assets.....	\$2,631,019
<b>TOTAL LIABILITIES AND NET ASSETS.....</b>	<b>\$2,820,832</b>



### OPERATING REVENUE

Government.....	\$80,000
Events.....	\$48,171
Foundations.....	\$2,576,070
Individual.....	\$849,617
Corporate.....	\$253,485
Other Revenue.....	\$319,643



### OPERATING EXPENSES

Program Expenses.....	\$2,136,303
Fundraising Costs.....	\$319,944
Admin Services.....	\$153,532

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A huge heartfelt thank you goes out to the Honorable Kathleen A. Roberts for her years of service on our board and for having the foresight to bring this amazing model to New York 20 years ago. On behalf of the board, staff, our families and the entire Friends of the Children New York community, thank you.

# OUR MISSION

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Impacting generational change by empowering youth who are facing the greatest obstacles through relationships with professional mentors.

**12+ YEARS,  
NO MATTER WHAT.**

**[friendsnewyork.org](http://friendsnewyork.org)**

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