

FR1ENDS of the
CH1LDREN

Portland

2025

IMPACT REPORT

Celebrating 33 Years of Generational Change in Portland



FR1ENDS of the CH1LDREN

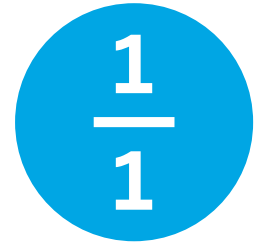
Portland

OUR MISSION

Impacting generational change by empowering youth who are facing the greatest obstacles through relationships with professional mentors — 12+ years, no matter what.



Dear Friends of FriendsPDX,



I'm honored to present Friends of the Children - Portland's 2025 Impact Report. This year was full, but one thing remains clear: this work matters, and it's making a meaningful impact for children and families in the Portland metro.

This year, 390 youth continued their journey with us, 20 graduated and stepped into their next chapter, and we welcomed our newest members—the class of 2036. Together, they received more than 50,000 hours of support, guidance, and care.

I am also proud to share that for the 11th consecutive year, Friends of the Children - Portland has been awarded the Portland Business Journal's Most Admired Non-Profit award for the State of Oregon. Not only did we receive the honor for the Most Admired Non-Profit, we were also awarded the 10th Most Admired Organization Across All Industries. In a year full of challenges, we could not be more honored to have the ongoing support of our friends, investors, and community members. Thank you!

At FriendsPDX, we encourage youth to take the lead and explore their ideas. Professional mentors,

or Friends, walk alongside youth as they set new goals, reach new academic achievements, make new friends, explore the beauty of the Pacific Northwest, graduate from high school, find their passions, and make plans for their futures.

Day after day, the young people at Friends of the Children - Portland show us what strength looks like. To everyone who makes this work possible, our supporters, staff, families, caregivers, volunteers, and community partners: We see you, and we're deeply thankful. This work wouldn't be possible without your belief in our model and ongoing support.

We are excited to share updates, stories, and highlights from the year in the following pages and hope to see you again soon!

Warmly,

Traci Rossi
Executive Director
FriendsPDX

Walking Alongside Portland's Youth in 2025

IMPACT STATISTICS

390

youth supported

29

newly enrolled youth

20

teens completed our program

12

of our graduates received a high school diploma/GED

YOUTH DEMOGRAPHICS

30% Multiracial

26% Black

23% Latinx

13% White

3% Native American/Indigenous

2% Asian/Pacific

PROGRAM HIGHLIGHTS

54,067

hours of service, provided to youth

171

youth activities



literacy camps



STEM activities



recreational daytrips



affinity groups

SCHOOL PARTNERSHIPS

20+

school districts where program youth attend

5

enrollment partner schools

Program youth attend schools in 20+ districts, the largest being Portland Public Schools. We enroll youth from five elementary schools: Rigler and Martin Luther King in PPS, Alder in Reynolds, Lincoln Park in David Douglas, and KairosPDX.

Mentors and staff track youth growth, school progress, and social-emotional development using a new tool called STATS so we can continue to learn from our impact and understand exactly how FriendsPDX transforms lives.



Portland Albina Campus Update

Duncan and Cindy Campbell National Center of Excellence for Professional Mentoring

This year marks an important milestone in the construction of our Albina Campus building in Portland, which will be part of a co-owned building with Friends National called the Duncan and Cindy Campbell National Center of Excellence for Professional Mentoring.

This building represents a long-term investment in place, people, and possibility. The remodeled space will enable Friends of the Children - Portland to deepen its long-standing commitment to the Albina neighborhood and be a partner to the groups working to revitalize the amazing history found in this part of Portland.

The National Center of Excellence will deliver critical program support for the FriendsPDX chapter in what will be, first and foremost, a youth-centered space.

This includes upgraded spaces for literacy and numeracy skill development, expanded Science, Technology, Engineering, Arts, and Math (STEAM) programming, increased mental health and wellness services, and training opportunities for mentors.

Because youth voices are crucial components of our program model, young people served by FriendsPDX have played a meaningful role in the building's design and development.

As the founding legacy chapter, Friends of the Children - Portland plays a vital leadership role for the Friends of the Children network, often forging new paths in youth service delivery for other chapters to follow.

Core Assets

FriendsPDX works to develop nine Core Assets in each child. Core Assets are social-emotional pillars that provide a solid foundation for success in school and life – they are tools that young people can return to for the rest of their lives.

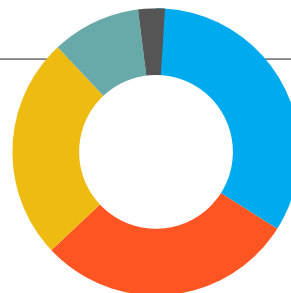
- Growth Mindset
- Belonging
- Hope
- Problem-solving
- Perseverance & Grit
- Self-management
- Self-determination
- Finding Your Spark
- Positive Relationship Building

Financial Snapshot

Fiscal Year 2025 (9/1/2024 - 8/31/2025)

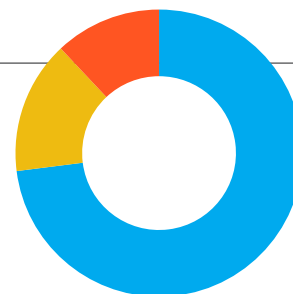
ASSETS	
Cash & Investments	\$3,174,881
Property & Equipment	\$2,874,817
Pledges	\$2,248,468
Prepaid Expenses	\$171,084
Right of Use (Leased) Asset	\$ 17,272
Total Assets	\$8,486,522
LIABILITIES	
Accounts Payable & Accrued Liabilities	\$1,394,092
Operating Lease Liability	\$ 17,272
Refundable Advances	\$400
Total Liabilities	\$1,411,764
NET ASSETS	
Unrestricted Net Assets	\$4,700,699
Unrestricted Board Designated	\$1,273,462
With Donor Restrictions	\$1,100,597
Total Net Assets	\$7,074,758
Total Net Assets & Liabilities	\$8,486,522

REVENUE



● Foundations (34%)	\$2,375,050
● Government (29%)	\$1,996,239
● Individual (25%)	\$1,720,080
● Corporate (10%)	\$670,642
● Other (3%)	\$193,281
Total Operating Revenue	\$6,955,292

CORE OPERATING EXPENSES



● Program Expenses (73%)	\$6,961,521
● Fundraising Costs (15%)	\$1,418,142
● Administrative Services (12%)	\$1,126,872
Core Operating Expenses	\$9,506,535
National Center of Excellence One-Time Pass-Through Subawards	\$1,535,768
Total Expenses (Incl. Pass-Through)	\$11,042,303

In FY25 we entered year 3 of a 5-year Strategic Plan to propel our impact and expand our reach. An intentional decision was made to use the Board-designated funds to fill the deficit while we implement this plan. This deliberate approach allows us to strategically allocate resources during this transformative period and build diverse revenue streams for our long-term sustainability.

This year we hosted our first ever FriendsGiving event at Amaterra Winery. Full of great food, wine, friendship, and gratitude - thank you to everyone who came out to support what we do at Friends of the Children - Portland!



FriendsGiving 2025

TOTAL RAISED: \$100,000+





Desiree's Garden of Ribbons

When Desiree first started making ribbon flowers, it was just for fun.

She learned the basics from her cousin but eventually turned to online tutorials to learn new methods to carefully shape petals and turn ribbons into roses.

She made flowers for her aunt, and soon other family members and friends began asking for their own. As this creative spark grew, Desiree realized she had an opportunity to turn her talent into a business.

Over the past two years, Desiree has been building her flower-making business, steadily growing her technical skills, entrepreneurial

confidence, and problem-solving abilities. With her brother's help, she launched an Instagram account and business profile to showcase her work and reach new customers.

She focuses primarily on ribbon roses but recently mastered a ribbon dahlia and is now experimenting with different sizes and color combinations to expand her offerings. "I started making them just for fun," Desiree says, "but other people started catching on and I saw an opportunity for it to be a business."

Desiree was paired with her mentor, Katie, about a year ago. When Desiree said she wanted to expand her clientele but felt shy

Some names of youth and mentors featured in our stories have been changed to protect privacy.

(continued on pg. 7)

Friends of the Children - Portland encourages youth to lead, creates opportunities for them to explore their passions, supports youth in developing skills, and equips them to write their own futures.

(continued from pg. 6)

about approaching new people, Katie saw it as an opportunity to build confidence, life skills, and a business mindset.

Rather than just offering advice, she helped Desiree build a concrete plan: go door to door at Friends of the Children - Portland with a flyer, introduce herself, and show examples of her work. It was a structured way to practice real-world skills in a supportive environment.

It wasn't easy to step outside of her comfort zone but as orders started coming in, Desiree began to see herself as someone capable of doing hard things.

"It's so cool to see her commitment to both growing her business and building life skills along the way," Katie says.

"I love seeing her step outside of her comfort zone and be rewarded for it."

Reflecting on what she's learned, Desiree says, "I learned to never give up and to keep trying, and that when my friends and family are supportive of what I'm doing, I feel more motivated to keep going."

At the heart of it all, her favorite part of the business is simple: making customers happy. That joy is what drives her to keep learning new designs, improving her craft, and dreaming bigger about what her business could become.

Desiree is building more than a business; she's developing long term life skills like self-advocacy, problem-solving, and customer relationship skills that are foundational to long-term success for young people.



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Volunteer Spotlight

Sharon Baartmans has been volunteering with FriendsPDX since the spring of 2021, starting as an online tutor. After she switched to in-person tutoring in the fall of 2021, she knew that she wanted to commit to long-term volunteering with FriendsPDX. She tutors youth once a week, and she loves the consistency of being another adult they can count on.

"I love creating the first bit of trust with a new student, so they show up and try again the next week," said Sharon. "I've worked with some students for multiple years, and I love seeing their confidence build and their patience for learning grow."



If you are interested in learning more about volunteer opportunities, email rhannon@friendspdx.org



Thank You to Our Generous Supporters

CONTRIBUTIONS (9/1/2024 – 8/31/2025)

\$100,000+

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Legacy Society

The following individuals are making a difference in our children's lives by designating a bequest through their will or estate plan to benefit the Friends of the Children – Portland Foundation:

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Endowment Society

The following individuals are impacting the lives of the youth we walk alongside by contributing a cash gift or pledge to the Friends of the Children – Portland Foundation:

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Donor Spotlight

Brittney Herrera first learned about Friends of the Children - Portland through our Executive Director, Traci Rossi, and was inspired to get involved through Traci's passionate commitment to long-term support for children.

"Friends of the Children - Portland invests where it matters most: time, consistency, and trust," said Brittney. "Supporting this organization feels aligned because it is rooted in care, accountability, and the understanding that showing up again and again is what creates real opportunity."



We are deeply honored by the support of donors like Brittney, who believe in and recognize the power of what we are building at FriendsPDX.

Awards and Recognitions

Last year, we received recognition from philanthropy verification organizations and continued an 11-year streak as Portland's #1 Most Admired Nonprofit by the Portland Business Journal.





Credit: Alex Stowell

Navigating New Waters

Every summer, Friends of the Children - Portland partners with Life Expanding Adventure Program (LEAP) to bring youth on a whitewater kayaking trip down Idaho's Lower Salmon River. LEAP provides a unique opportunity for young people to step away from daily distractions and into an environment where they can face their fears, build confidence, and find new passions.

This experience also provides FriendsPDX youth with the chance to build trust and safety within themselves and the people around them. Every participant who takes the leap to join this trip plays a critical role in being aware and keeping the group safe on the rapids, which can be scary and challenging to navigate.

One of our Program Managers who has led this trip for several years said: "Often times our youth have a difficult time trying new things close to home and on solid ground, so for them to step in a space that requires adapting new skills, learning to trust not only the river guides, but most importantly, themselves."

A FriendsPDX alum is also about to enter his third season of river guiding with LEAP! After his experience with LEAP during his time in our program, he fell in love with the river and knew he wanted to spend his summers helping kids have the same transformative experience that he had.

FriendsPDX youth often say this experience was life changing:

"It helped me face my fears and learn how to connect with others a lot more easily." - Kasey

"I think I'll keep this journey in mind with life. It's like a rapid that's bumpy but you flow through it." - Lucas

"It's a blessing. Not a lot of people get the opportunity to do this, so I'm glad I got to." -Darius



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