



LITTLE
ESSENTIALS

ANNUAL REPORT 2022

EMPOWER, EDUCATE, ELIMINATE
LAUNCHING OUR NEXT CHAPTER



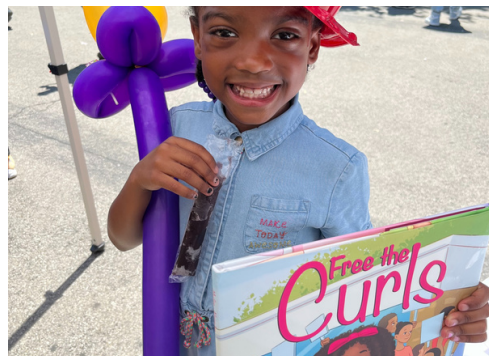
I am thrilled to share the tremendous growth and achievements of Little Essentials throughout 2022. This past year has been filled with significant milestones including the launch of our Three E's programming, which marks a new chapter in our journey. Here are some of those achievements:

- Three E's programming: Empower, Educate, Eliminate.
- 1 Million diapers distributed.
- 53,000+ NYC children served.
- 60+ community partners through which we distribute essential children's items and provide educational workshops.
- Expanded our reach to 40 NYC council districts and 130+ zip codes.
- Developed relationships with a cross-section of supporters from Stand Up NY comedy club, Morgan Stanley financial services, to Reade Street Prep and many more.
- Formed an Advisory Board of highly motivated individuals who have played a pivotal role in the success of our organization.
- Expanded our internship opportunities to include individuals with disabilities, promoting a more diverse and inclusive work environment.

Despite our progress, there is still a long way to go in addressing the issue of poverty in NYC, with **one in five children** still living in poverty. Therefore, your continued support is critical in helping us make a meaningful impact and improve the lives of those in need.

Sincerely,

Courtney Crawford M.Ed
Chief Executive Officer



Left to Right: Fall Fest with Reade Street Prep; Free the Curls book distribution at NYCHA Baby Shower in the Bronx; AAPI History Day in Jackson Heights with AAFE

2022

THE THREE E'S

WE LAUNCHED THE THREE E'S: EMPOWER, EDUCATE, ELIMINATE.

Thanks to the unwavering commitment and hard work of the Little Essentials staff, Board of Directors, Advisory Board and Committee, volunteers, donors, and supporters, we have successfully achieved or even exceeded our programming goals for 2022.

We **EMPOWERED** the community and helped lessen the stress that comes with living in poverty by growing our network of community partners, serving 5123 children and 2840 families, and distributing over 455,000 diapers across NYC.

We **EDUCATED** families through our 27 educational workshops on topics that ranged from housing rights, maternal health, to financial literacy, providing tools and resources to strengthen parenting and individual skills.

We continue to strive to **ELIMINATE** poverty by providing internships and employment opportunities to unemployed individuals in our community who helped us serve over 5000 children living in poverty in 2022.



Left to Right: NYCHA Community Baby Shower; Volunteer Educators: Detective Fred Washington and Jamie Bendell; National Children's Day Fundraiser at Stand Up NY

2022

DONATIONS

Our accomplishments in 2022 would not have been possible without the unwavering support and generosity of our partners, supporters, and donors. We are immensely grateful for their contributions and commitment to our mission.

Thanks to donations from [The National Diaper Bank Network](#), [HealthyBaby](#), [Baby2Baby](#), [Bugaboo](#), [Venable Foundation](#), [Reade Street Prep](#), and Nelson Family Philanthropy, we were able to:

- Supply diapers and clothing bundles to the thousands of families across NYC who attended the NYCHA Community Baby Showers
- Provide 5000+ diapers in NYC District 26 in partnership with NYC Council Member Julie Won
- Distribute 70 strollers
- Distribute 119 baby carriers
- Distribute over 400,000 diapers in 2022 and surpass 1 million diapers to date

We were able to reduce operational costs allowing us to spend crucial funding on impactful programming thanks to:

- [IKEA](#)'s generous donation of 2400 large bags was used to distribute orders to 1000+ families
- Over 2000+ Ikea and [Fresh Direct](#) bags we received from [Gucci](#), [The Steve Nash Foundation](#), our Advisory Board members Cameron Amstater and Stacey Burt, and other supporters



Left to Right: District 26 Diaper Drive pickup; NYCHA Community Baby Shower; Kyoto Namba Little Essentials Operations and Volunteer Associate; IKEA bag donation; Bugaboo stroller donation

2022

VOLUNTEERS

The year 2022 saw an extraordinary surge in volunteerism, with a wide range of groups – from schools to families to corporate teams – coming together to support our mission.

- The [Bronx Chapter of Kappa Alpha Psi](#) volunteered during our Juneteenth Divine Nine Volunteer Day preparing clothing donations for distribution to our families, and at the NYCHA Bronx Community Baby Shower, distributing diapers, clothes, and toys to hundreds of expectant families.
- We hosted a number of schools including [The Beekman School](#), [Unity Prep Charter School](#), [Baruch College Campus High School](#), [Brooklyn Technical High School](#), [Stuyvesant ARISTA](#), [The Global Learning Collaborative](#), [Greene Hill School](#), [Ohio State University](#), [BASIS Independent Brooklyn](#), [John Jay College](#), [Avenues The World School](#), [Rutgers University](#), and [Books N' Boroughs](#).
- Corporate volunteers from [Google](#), [Sirius XM](#), [Salesforce](#), [Gucci](#), [JP Morgan & Co](#), [VMLYR](#), [Empire Blue](#), [NBC Universal](#), [Showtime](#), [Target](#), and [Kohl's](#).
- And nonprofits and government organizations [Earth Justice](#), [Repair the World](#), [WGIRLS NYC](#) and the [Department of Homeless Services](#).



Left to Right: Kappa Alpha Psi; Greene Hill School volunteers train with Kyoko; IKEA volunteers; Target volunteers; Department of Homeless Services; Salesforce volunteers

2022

INTERNSHIPS

We're proud to have collaborated with esteemed organizations such as [BlockPower](#), the [Brooklyn Navy Yard](#), and [Winston Prep School](#) to bring aboard a group of highly diverse and motivated interns.

To ensure that they received the best possible training, we implemented a comprehensive intern onboarding program that combined both virtual and in-person training syllabi. Through this program, our interns gained valuable skills and knowledge, enabling them to make meaningful contributions to our organization and the community we serve.



Left to right: Summer Intern Dennesha Rolle (Wesleyan); Brooklyn Navy Yard Intern Adrienne Tran (St. Francis College); Winston Prep Transitions Intern, Isaac Nevins; Brooklyn Navy Yard Intern Karina Fernande- Saito (Brooklyn College)

2022

WORKSHOPS

In 2022, we saw tremendous growth in workshop participation with many participants attending several of our workshops. Our workshops are open to all NYC families and they are 100% free of charge and this year we offered:

- **Introduction to Maternal Health**, led by Dr. Wendy Johnson Tribeca Pediatrics
- **Music in Our Lives**, relationship building and child development through music, led by Jamie Bendell
- **Family Safety**, building positive relationships with local police officers, led by Detective Fred Washington Bronx Community Affairs Outreach Division
- **Saving for the Future**, practical budgeting led by Gary Knight, Accountant
- **Support for Success**, recognizing learning disabilities in your child, led by Jasmin Morillo, Certified SPED Coordinator
- **Early Reader**, inspiring early child literacy, led by Jasmin Morillo
- **Know Your Rights**, how to advocate for yourself with regards to housing, healthcare, immigration and child custody, led by Legal Aid Attorney Stu Sherman

Recruited fathers to join [Steve Nash Foundation's Let's Talk Dads](#) program, a six-week program providing fathers with vital parenting skills and stipends.



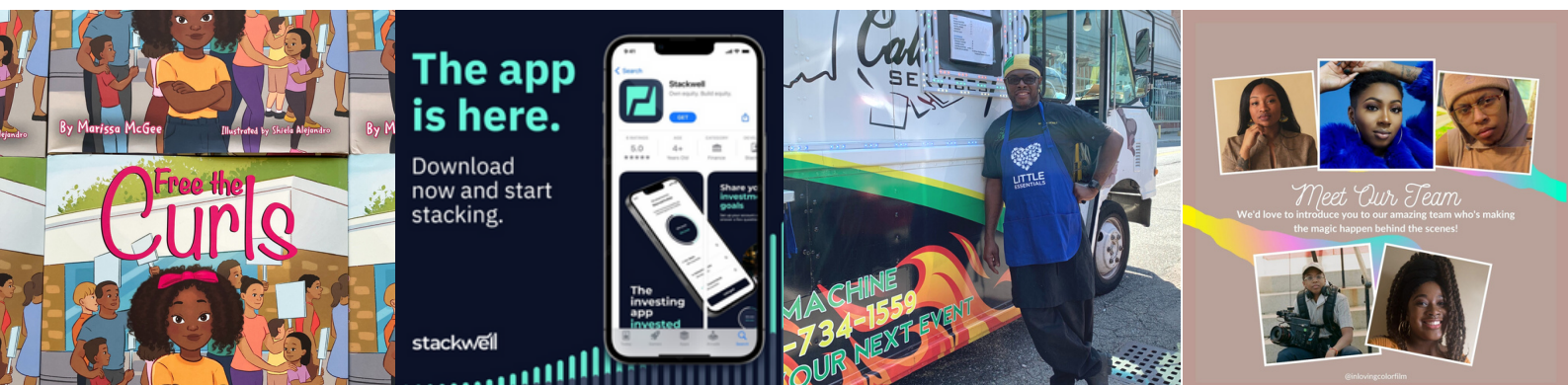
Left to Right: Dr. Wendy Johnson; Jamie Bendell and Courtney Crawford; Stu Sherman; Gary Knight; Steve Nash Let's Talk Dads flyer

2022

COMMUNITY

We grew our support of BIPOC-owned businesses that align with our mission and vision by featuring them on our website and highlighting their work through our social media channels including:

- **Marissa McGee**, anti-bias educator and author of "Free the Curls". Marissa strives to create books where Black children can see reflections of themselves and children who do not identify as Black can engage in perspective-taking.
- **Trevor Rozier-Byrd**, CEO & Founder of Stackwell Capital, a fin-tech app on a mission to break barriers, build legacies, and create Black generational wealth by providing tools and resources to make investing simple.
- **Chef Norman Gibbons**, owner of Call Chef Services brings mouth-watering Jamaican delights and happiness to customers all around NYC.
- The creators of In Loving Color, a documentary short that highlights & celebrates Black Queer Love through the lens of millennial couples in Atlanta, GA.



Left to Right: "Free the Curls" by Marissa McGee; Stackwell Capital Fin-Tech App; Chef Gibbons "Call Chef Services"; In Loving Color Film

2022

OUR IMPACT

Since our founding, Little Essentials



has helped more than 53,000 children across
New York City



To date, Little Essentials has distributed:

1,119,155 Diapers

3,416 Strollers

3,125 Pack 'n Plays,
Bassinets

1019 Car Seats

"Thank you so much for the diapers, with my economic status, this helps a lot. The diapers are good quality and are good for my baby. I am grateful for this help". - El Nido de Esperanza parent

2022

OUR IMPACT

2022 in numbers:

5,123 NYC children served

\$382,083 worth of essential items

455,269 diapers distributed

198 families received car seats, strollers, and safe sleep solutions

60+ community partners

883 orders fulfilled

10+ community giveaway events



2022

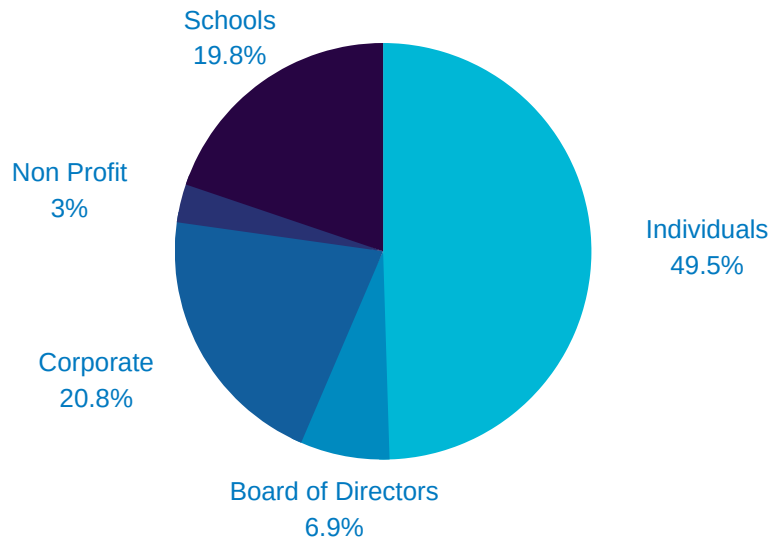
VOLUNTEERS

Volunteers are the heart of our organization.

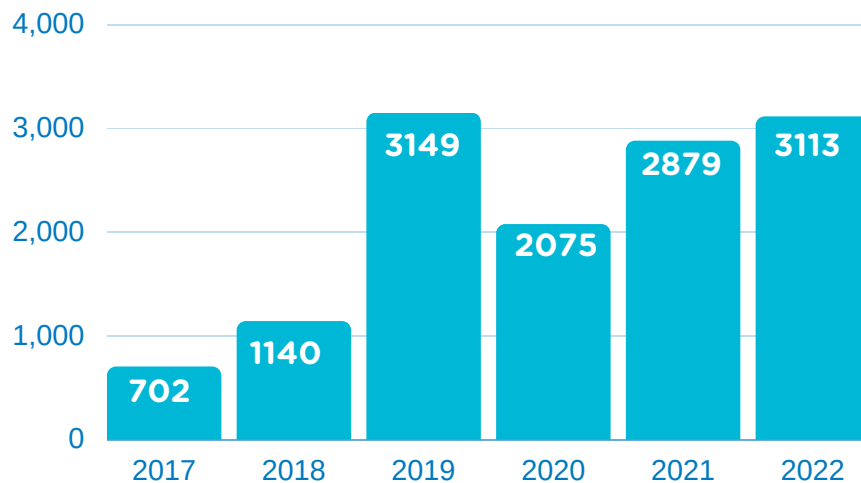


1200 volunteers in 2022

Volunteers Hours by Category



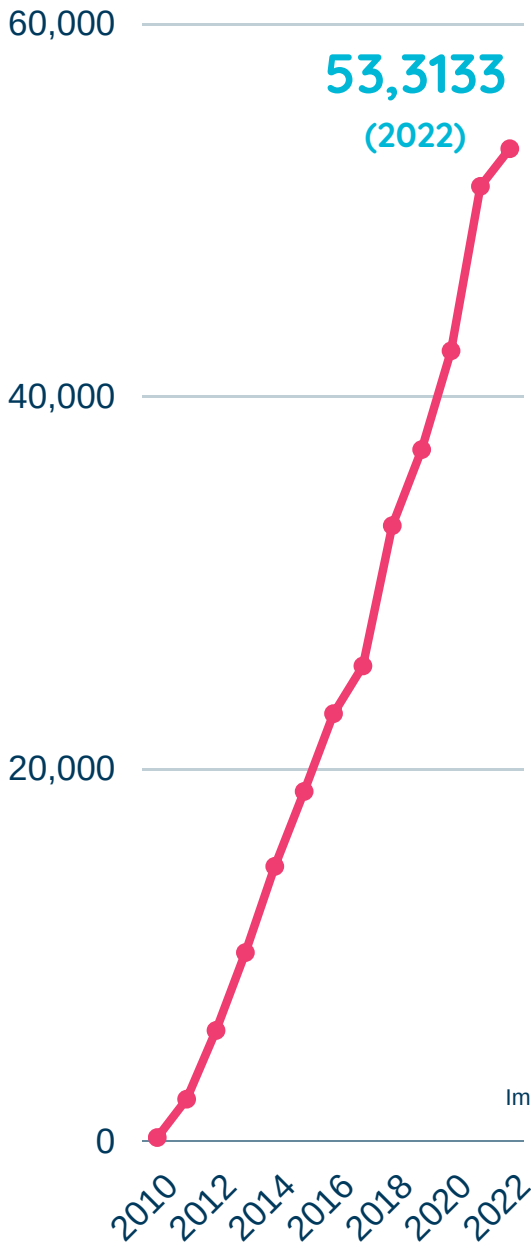
Volunteer Hours YTY



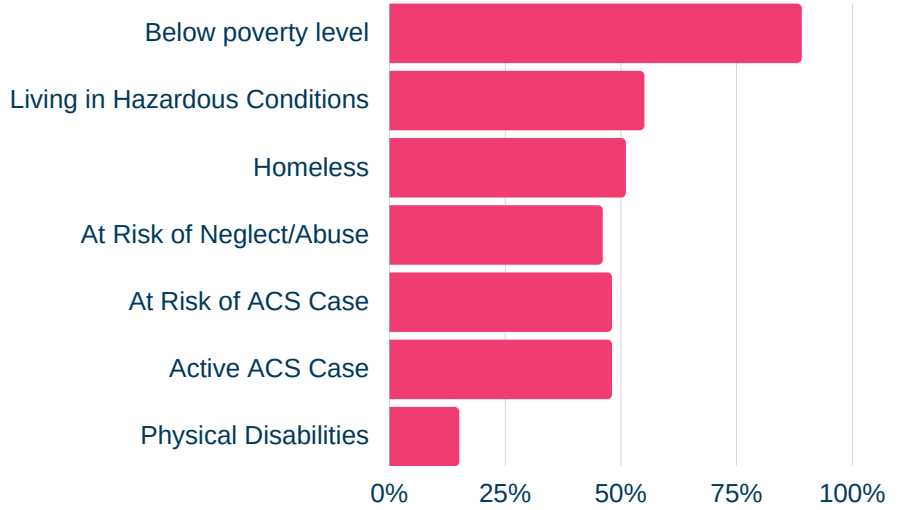
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POPULATION SERVED

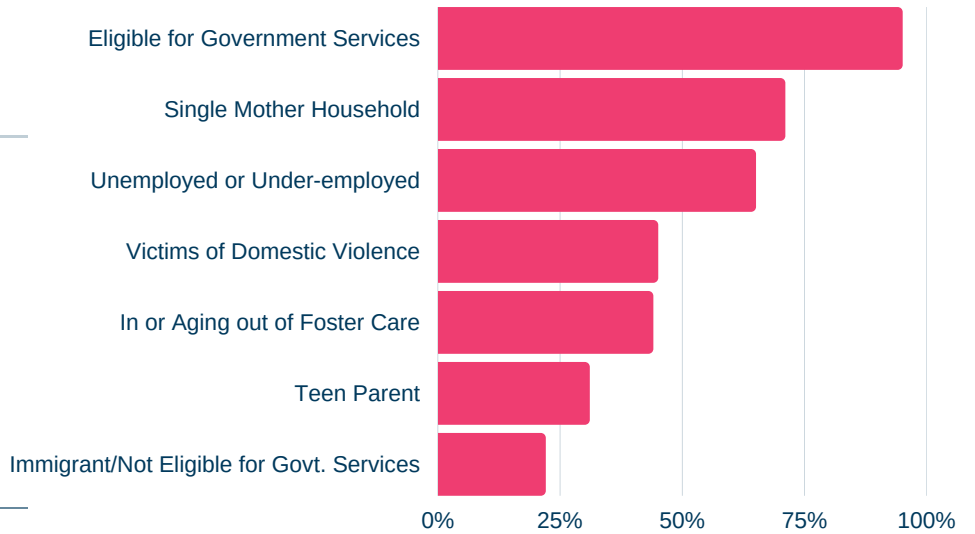
Children Served YTY



Population Served: Children



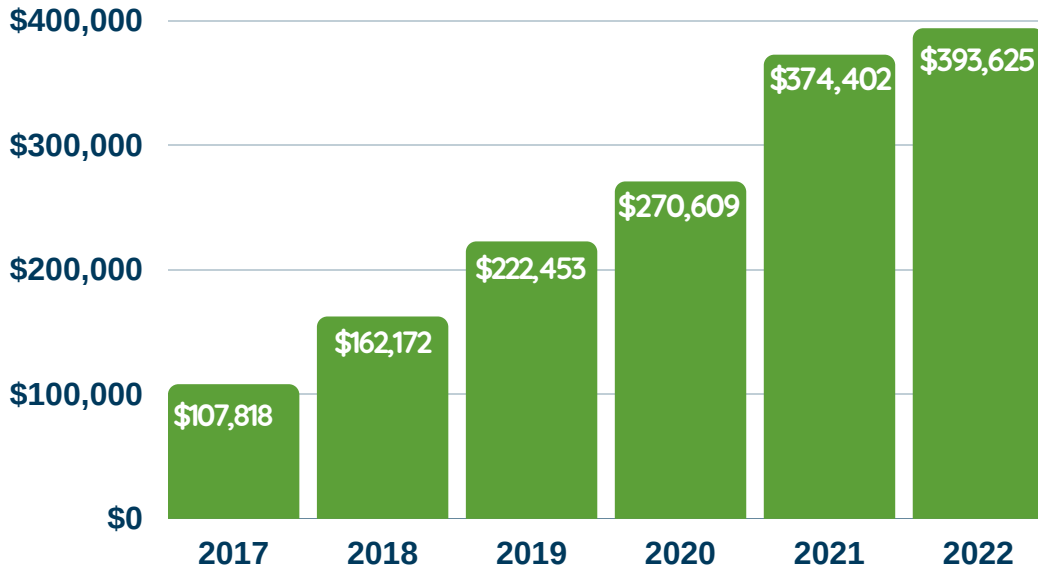
Population Served: Families



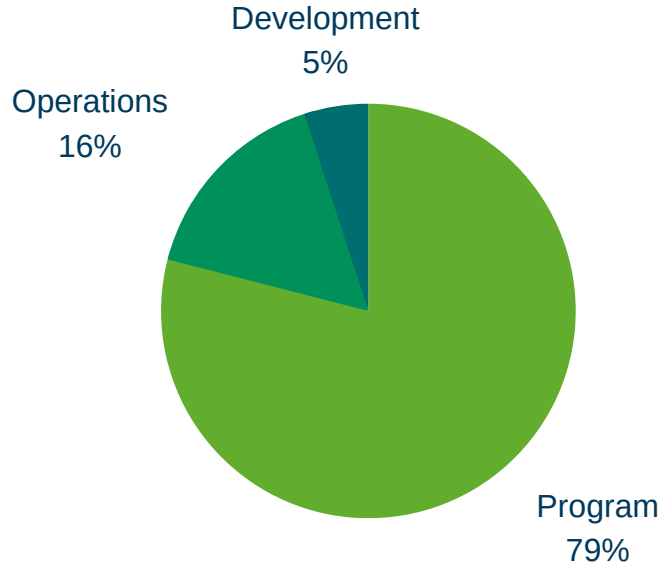
2022

FINANCIALS

Financial Revenue YTY



Expenses 2022



2022

THANK YOU TO OUR MAJOR DONORS

PLATINUM

Ken Jagroo Foundation
Silicon Valley Community Foundation
KKR
Steve Nash Foundation
Benjamin Darnell and Juliet Moser

GOLD

The Monarch Foundation
James for NY Campaign Committee
Venable Foundation LLP
National Diaper Bank Network
Cameron Amstater
David Cross
The Nelson Family Foundation
Coastal Community Foundation
JP Morgan Charitable Giving Fund
Morgan Stanley
Youths' Friends Association
YMS Management Associates
Atkins Family Foundation
The Combe Family

SILVER

Ryan Timothy Norris
Fig Tree School
Jerome W. Gratenstein Memorial Foundation Inc
Emmanuel Baptist Church
Ashley Rota
William Grant & Sons
Henry Niles Foundation
Jonathan Turell
Josh Miller
Hugo Barreca
Anders Lofgren
Brownstone Family Foundation
Bloomberg Philanthropies
Ludmila Marandjeva
Hannah Solomon
Jacob Harris
Kirkland & Ellis LLP
Reade Street Prep School
Emmy Liss
Josh and Valerie Miller

2022

A LOOK AHEAD



We experienced one of our most impactful years to date, reaching more children in NYC than ever before. As we embark on a new year, we humbly ask for your continued generosity and help in spreading the word about our mission. The need for our services remains urgent, as nearly a quarter of children in New York City live in poverty.

We simply cannot do it without the necessary financial support to sustain and expand our operations, and to keep up with the increasing demand for essential items such as diapers, wipes, and clothing, and our educational workshops that provide the families we serve with life skills and help alleviate poverty. We are deeply grateful for your support in 2022 and urge you to join us in our ongoing efforts to support the most vulnerable children in our community. Together, we can make a meaningful difference in the lives of those who need it most!

With gratitude,
Courtney Crawford M.Ed, Chief Executive Officer

2022

OUR TEAM

BOARD OF DIRECTORS

Sandie Trombert, Founder and Chairman

Gary Knight, Treasurer

Shari Suchoff, Secretary

Lauren Bakoian

Andrea Berne

STAFF

Courtney Crawford M.Ed, Chief Executive Officer

Chloe Muller, Senior Development and Finance Consultant

Kyoko Namba, Operations and Volunteer Associate

ADVISORY BOARD

Fabrice Trombert, Co-Founder

Ashley Rota

Cameron Armstater

Stacey Burt

ADVISORY COMMITTEE

Rachel White

Vanessa Hradsky

Paul Mei

Jessica Broome

Liz Mandarano

Barbara Sherman

Bejal Shah

Amanda Hirsh

Adriana Tredanari

2022



Little Essentials offers at-risk families living in poverty urgently needed children's supplies and parenting education to promote the health, well-being and safety of their children under five years of age.



LITTLE
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