



LITTLE
ESSENTIALS

ANNUAL REPORT 2019

A YEAR OF ACCOMPLISHMENTS



HIGHLIGHTS

Thanks to your support 2019 was a great year for Little Essentials! Our capacity to serve more families living in poverty grew thanks to individual donors, and grants received from the Baby2Baby National Network, the Tides Foundation, Youths' Friends Association, Atkins Family Foundation, Brownstone Foundation, Linda B. Vogler Foundation, Emmanuel Baptist Church, Stephen Colbert Americone Foundation, and the National Diaper Bank Network. Because of your support, we nearly doubled our year end fundraising goal!

Since our founding, Little Essentials has helped 37,159 children living in poverty across New York City!

I am happy to share some highlights from 2019:



- We promoted **Zakiyyah Mohamed-Stevens to Executive Director**. Zakiyyah started as an intern in 2013, helping me establish the organization. In 2014, she transitioned to Program Associate and then to Program Manager in 2016. Zakiyyah has helped develop and grow our donations program, operations and community partnerships. She is dedicated to our mission and has a fresh vision for expanding our reach to more NYC families.

2019

HIGHLIGHTS

- We hired our first Volunteer Coordinator, Alexandra Konen, enabling us to increase our volunteer hours by 176% from 2018 to 2019! 828 individuals volunteered to work in our warehouse, sorting through donated items for our families. Our dedicated Board of Directors accounted for 36% of volunteer hours and 29 corporations volunteered including L'Oreal, Moody's, PHD Media, TransRe, Twitter and many more.



- Little Essentials distributed a record breaking 77,069 diapers this year, which were easily collected at local establishments thanks to our new branded canvas bins funded by the National Diaper Bank Network.



2019

HIGHLIGHTS

- We increased the number of community partners that place orders for donations for their clients from 19 to 24, enabling us to serve more low-income families.



- We held our first Literacy Workshop in July, providing reading resources and supplying 150 new books in English, Spanish and Mandarin to 77 children.
- Since our founding, Little Essentials has operated with volunteers, a dedicated board and part-time staff. Thanks to your financial support in 2019, we started 2020 with all three of our staff members working full-time, which will have a tremendous impact on our operation.

2019

HIGHLIGHTS

With our new executive director, full-time staff, more community partners, increased financial support and product donations, and our partnership with Tribeca Pediatrics, we are poised to serve even more low-income children in 2020.

We are grateful for your support in 2019 and hope you will continue to help New York City's most vulnerable children in 2020. The need for our services remains high -- one in three children in New York City lives in poverty.

With gratitude,



Sandie Trombert
Founder/President



2019

OUR IMPACT

Since our founding, Little Essentials



To date, Little Essentials has distributed:

199,569 Diapers

3,064 Strollers

2,912 Pack 'n Plays,
Bassinets

776 Car Seats

“By receiving diapers for my baby, it takes away the financial stress. I am living on a tight budget. I am able to use that money for food and other goods for my oldest son.” -Mother of 2 enrolled in Nido de Esperanza

2019

OUR IMPACT

2019 in numbers:

4,061 New York City children helped in 2019.

\$178,339 worth of basic supplies distributed to families in need.

77,069 diapers distributed to keep babies clean and healthy.

1,968 families received car seats, strollers and safe sleep solutions.

“Now, I am able to breathe calmly. I know my baby won’t be cold and I feel ready to receive him with open arms. This is more than I could hope for. This is something big. I feel like I can make it now.”

-Expectant mother from Nido de Esperanza



2019

OUR IMPACT

Our donation program has a significant positive impact on the environment, reducing waste by reusing clothing and gear and providing items to families instead of sending them to landfills. Items we cannot use are recycled or sent to other agencies like donateNYC.

61 donation drives, with recurring drives from Parachute Brooklyn, The Fig Tree Program and Tribeca Pediatrics.

38,560 pounds of materials distributed in NYC in 2019, an 167 percent increase from 2018!

“Being a new mother without means is an unrelenting battle to survive; meanwhile, families with financial security end up with a surplus of supplies and are often at odds with how to extend the life of these items. As a new mother, and a fashion designer consumed with issues of sustainability, I started volunteering with Little Essentials in 2017. LE provides an essential service and a solution to the dilemma of disparity and waste in our city.” -Reiko Waisglass



2019

COMMUNITY PARTNERS

19 → 24

Growth of our
community
partnerships in 2019



Expanded services
to children living in the
Bronx



586 orders fulfilled

51 emergency orders

54 orders delivered

4 educational workshops

2 giving events

“I am so grateful that GEMS has been able to partner with Little Essentials. The donations we have received in the past few months have truly made an impact in the lives of our members and their children. Having warm clothes, strollers and Pack 'n Plays have helped our moms in huge ways to safely care for their children's needs. We see Little Essentials as a reliable resource in our day to day work.”

-Elba Ortiz, Support Services Coordinator at GEMS

2019

VOLUNTEERS

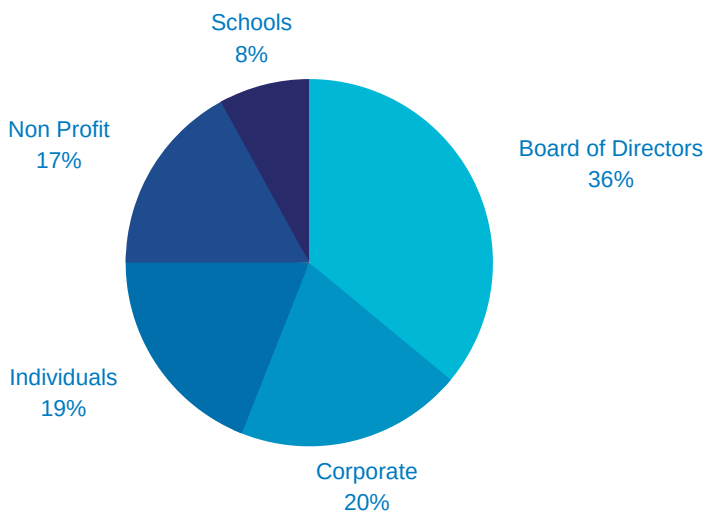
Volunteers are the heart of our organization.



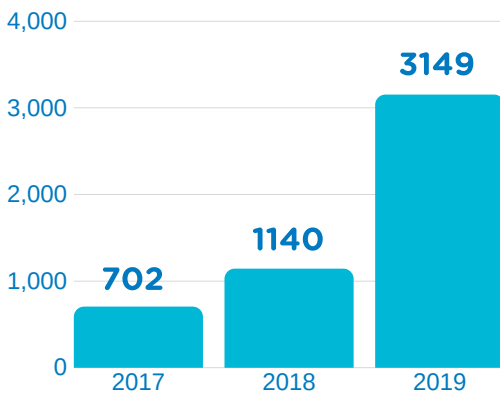
828 people volunteered in our warehouse.

22 corporations sent volunteer teams, including, L'Oreal USA, MOODY'S, Twitter.

Volunteers by Category



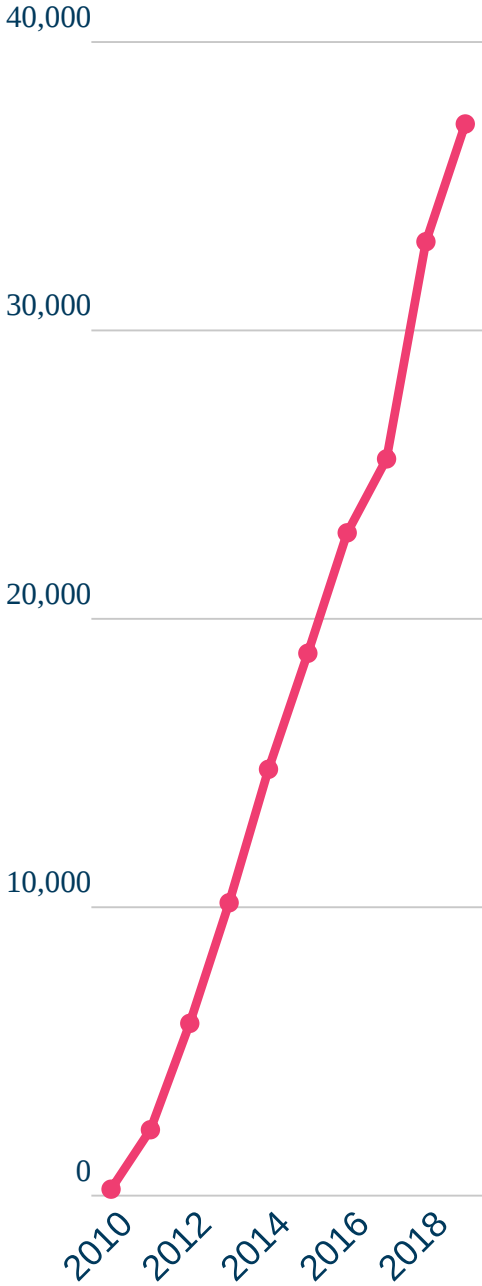
Volunteer Hours YTY



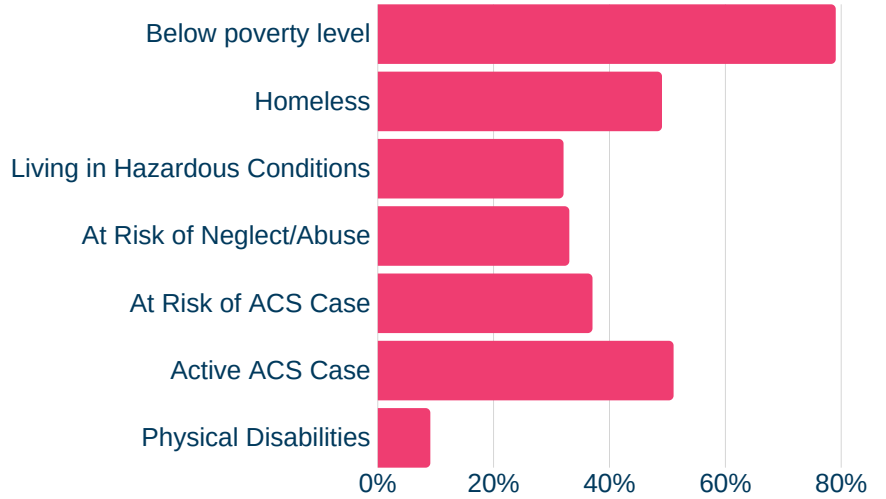
2019

POPULATION SERVED

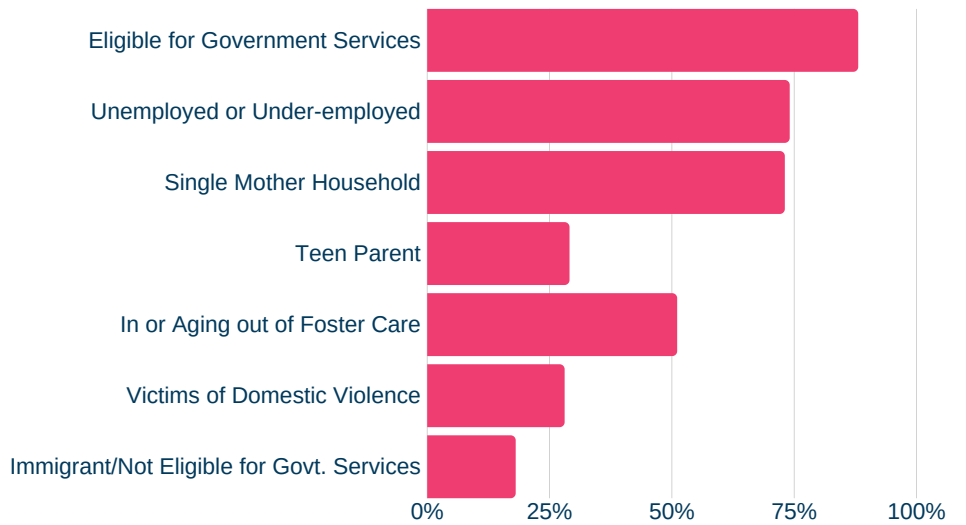
Children Served YTY



Population Served: Children



Population Served: Families



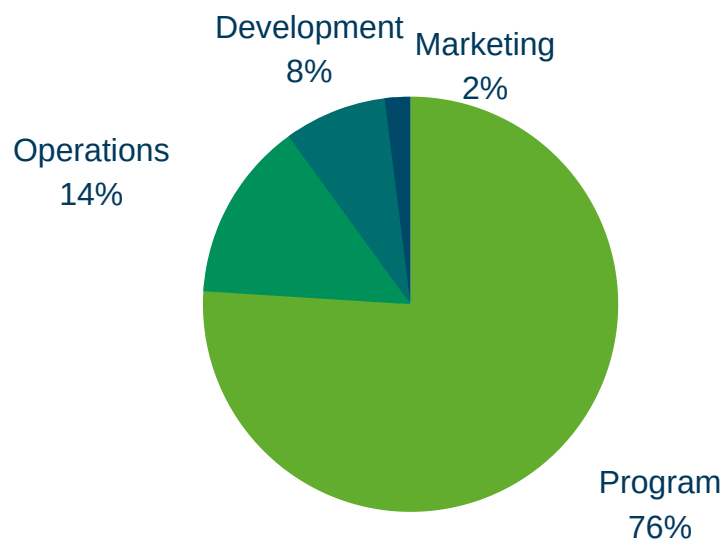
2019

FINANCIALS

Financial Revenue YTY



Expenses 2019



2019

THANK YOU TO OUR MAJOR DONORS

PLATINUM

Baby2Baby National Network

Brookfield Place Properties

The Tides Foundation

Youths' Friends Association

The Rite Aid Foundation

Emmanuel Baptist Church

The Linda B. Vogler Foundation

The Stephen Colbert Americone Dream Fund of Coastal Community Foundation
of SC

Wendy & Justin Moore

Vanessa Hradsky & John Atkins/Atkins Foundation

Spencer Brownstone/ Brownstone Family Foundation

National Diaper Bank Network

Stephanie & Daniel Arsham

Amazon Fashion

Adriana Tredanari

Citizens Committee for New York City

Design Positive

GOLD

Timothy Messler

Steven Winich

Evan Sacks

Tina Frias

Postmark Cafe

Some Good Wine

2019

THANK YOU TO OUR MAJOR DONORS

GOLD

Andrea Berne
Anders Lofgren
Megan McQuillan
Sila Soyer
Jessica Broome
Katie Chorlton
Liz Mandarano
Andrew Podell
Jeremy Schneider

SILVER

Studio Creative Play/ The Roberts Field School
Claire Coffee
Kate McCaffrey
Amy Benarroch
The Damron Fund
Mandarin Seeds
Ezra Billinkoff
Kara Levy
Rima Marcel & Marcus Leon
Bejal Shah & Amit Mehta
Sylvia Cowley
Justine Harris
Lisa Materson
Elease Wright
Sallye Broome
Charles Kasov

2019

THANK YOU TO OUR MAJOR DONORS

SILVER

Caroline Laroche

Jeanine & Will Maupin

Joseph Brozek

Lea Anzalotta

Stacey Bro

Kathleen Cassidy

The Ester & Morton Wohlgermuth Foundation

Andrew Dove

Sandie & Fabrice Trombert

Rawia Ashraf

Richard & Susan Berne

Megan Prime

Anne Isabelle & Alex Choueri

Jainee McCarroll

Stacy Nettleton

2019

OUR TEAM

BOARD OF DIRECTORS

Sandie Trombert, Founder & President

Rachel White, Board Chair

Bejal Shah, Secretary

Claire Coffee, Treasurer

Andrea Berne, Board Member

Stephanie Arsham, Board Member

STAFF

Zakiyyah Mohamed-Stevens, Interim Executive Director

Tempress Brown, Warehouse Coordinator

Alexandra Konen, Volunteer Coordinator

Jill Levey, Development Manager

2019



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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