Little Essential Annual Report 2016

The Year in Review

Thanks to your support, 2016 was a year of tremendous growth for Little Essentials.

Our leadership grew, our capacity grew, and our offerings grew — all to the benefit of the families we serve.

In September, we hired our first executive director, Elissa Young, a social worker with more than 20 years of experience as an advocate for under-served children. Young previously served as director of Patchogue-Medford Youth Community Services, a youth and community center, and as director of Mercy Center Ministries, a homeless shelter for young women. I am incredibly grateful and humbled to have such an outstanding and dedicated individual running Little Essentials.

One of Young's first initiatives was overseeing Little Essentials' new membership with the Baby2Baby National Network, which brings together organizations across the country that share our mission to help children living in poverty. Because of this partnership, we received a grant to support our operating costs, as well as large product donations from The Honest Company, Mattel and Fisher Price toys. We look forward to the benefits that this relationship will continue to provide for the families we serve.

<u>Tribeca Pediatrics</u> has been partnered with Little Essentials since 2014 to teach parenting and baby care classes to the parents we serve. As Tribeca Pediatrics seeks to help at-risk New York City children in need of medical services, our partnership has grown into a collaboration to reach children in under-served communities with our respective expertise and services. Tribeca Pediatrics has also been a generous corporate sponsor and together we are joining forces to provide New York City children with the care and assistance they deserve.

When I founded Little Essentials in 2011, my vision was always to serve children across all five boroughs. As a new organization with limited resources, we had to start out by limiting our scope to one borough – Brooklyn. But it's time now to expand and fulfill our vision. Hiring an executive director has allowed us to expand our reach beyond Brooklyn by forming key relationships with other nonprofits and with agencies throughout New York City. In addition, in December we moved our warehouse space to Manhattan to be more centrally located.

With these developments under our belt, we are better equipped than ever to deliver on our mission. And it's a good thing, because as we begin 2017, there is so much more to be done. The heartbreaking truth is that in New York City, **1 in 3 children live in poverty.** For many struggling NYC families, the recession isn't over. They work long hours at minimum wage jobs. As the cost of living continues to increase, it is virtually impossible for these families to meet their children's most basic needs for food, shelter, clothing, diapers and medical expenses.

Tonight over 24,000 NYC children will sleep in a homeless shelter – that's more than during the Great Depression. In this city full of so much wealth, 24,000 little ones — many of them less than five years old — will go to bed tonight in the unsafe conditions of a city homeless shelter.

We thank you for your generous support in 2016 and hope you will continue to help us help New York City's most vulnerable in 2017. To date, **Little Essentials has helped over 25,000 at-risk children in New York City.** With your continued support, there's so much more we can do.

With gratitude,

Sandie Trombert President/Founder



Little Essentials Distribution at the Women in Need Family Homeless Shelter in Brownsville Brooklyn

Mission

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

History

Little Essentials is a community response to a community need. In June 2010, our founder, Sandie Trombert, was inspired to take action after reading a post on her local parent listsery: A volunteer at a city agency was pleading for baby clothing for a pregnant mother living in a homeless shelter. Sandie spotted this post among those from parents who had a surplus of baby items and were looking for ways to donate goods and "pay it forward." Trombert immediately contacted the parents with items to give away and drove around her neighborhood to collect them and provide them to the agency – all with her six-month-old baby in tow. She soon became a go-to resource for various city and social agencies serving low-income families in Brooklyn. After the initial outreach to her neighbors, the community response was extremely positive – families who donated items were thrilled to have a direct and immediate impact on other Brooklyn families and a friendly face who they could reach out to again when they had more to give. As Trombert became more involved in making connections between the parents donating items and the agencies who help families acquire much-needed essentials, she established Little Essentials as a not-for-profit organization in May 2011.

Program

Little Essentials works with social service agencies, shelters and other partners to provide urgently needed items such as warm clothing, car seats and strollers, and promotes safe sleep by providing cribs, bassinets, and pack 'n plays.

From mothers and children living in domestic violence shelters to homeless families and teen parents raising babies while living in foster care, the families we serve often have nowhere else to turn. Little Essentials is often the difference between a premature baby on oxygen support sleeping on a shelter floor, or in safe and comfortable crib; between a teen mother interviewing only for jobs that her two-year-old child can walk or be carried to, and being able to travel city-wide because she has a stroller.

Our educational workshops are taught by the expert staff of doctors and nurses at <u>Tribeca Pediatrics</u> and focus on maternal health, child safety and health (e.g. CPR, breastfeeding) and child development.

Little Essentials participates in **Mayor De Blasio's NYC Children's Cabinet Early Years Collaborative** focused on promoting healthy pregnancies in Brownsville, Brooklyn. We partner with <u>Sesame Street Workshop</u> to bring their innovative resources directed at improving the emotional wellbeing and health of young children to the families who need them most. Wedistribute informational pamphlets from the **NYC Department of Health and Mental Hygiene** on SIDS, breastfeeding and newborn care to new and expectant mothers.

Since 2011, we have helped over 25,000 children living in poverty!

Little Essentials: Helping our littlest in BIG Ways!

Our 2016 Community Partners

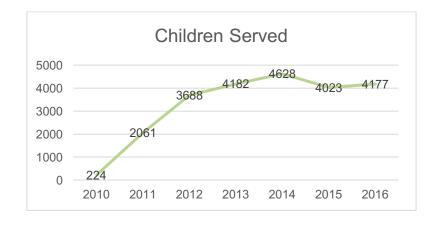
Administration for Children's Services (ACS)
By My Side Doulas Birth Support Program
Brooklyn Hospital PATH
The Brookdale Hospital Medical Center – Healthy Steps
Caribbean Women's Health Association
Center Against Domestic Violence
CHIPS – Frances Residence
City Living NY
CIRT/ NYPD Clergy Task Force
Housing Works
NYC Health and Hospitals Clinic/East NY
Recovery House of Worship
SCO Family of Services
St. Dominic's House

"Several of my clients are teen mothers in foster care with little to no resources to care for their babies. These girls are in desperate need for baby clothes, diapers, strollers and other necessities, which is where Little Essentials has been instrumental in our clients potentially avoiding foster care placement for their own children. Donations help ensure that these babies are adequately provided for and instill increased confidence in our young women of their care-taking abilities." -- Social Worker at Legal Aid Society, a Little Essentials partner

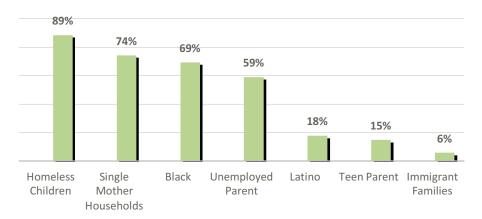
"This mother needs double stroller to transport her 9-month-old and 3 three-year-old. The 3-year-old has a severe malformation in her legs which was never treated for lack of finances, and the mother is now in a position where she can't leave the house unless she has a double stroller. We appreciate anything you can do to help." -- Case Manager at Brooklyn Perinatal Network, a Little Essentials partner

Meeting Critical Needs Since 2011

Clothing	75,542	clothing and shoes distributed
Safe Sleep	1,964	cribs, pack 'n plays, bassinets
Vehicle Safety	337	car seats
Development	23,780	toys & books



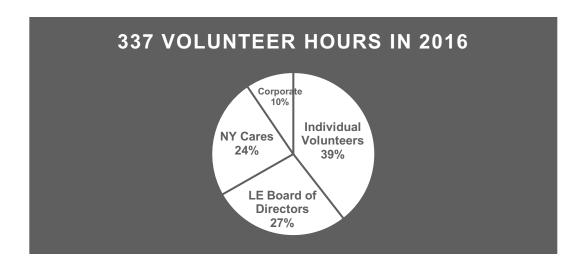
Population Served





The Owl and the Pussycat Salon volunteer day at Little Essentials

None of our work would be possible without the help of our volunteers, including <u>NY Cares</u> volunteers, who in 2016 volunteered 80 hours. We also hosted volunteers from corporate groups and local businesses, including <u>Full Six NY</u> and <u>The Owl and the Pussycat Salon</u>. A special thank you to Carolyn Kohli who has been volunteering with us every week since 2014.





Hand-crocheted with love for babies by Stitchers with Attitude Club at New Voices Middle School

A big thank you to these generous stores and individuals for hosting drives for Little Essentials:

DryBar Tribeca
Monkey Do! Yoga
Corkscrew Wines
The Owl & the Pussycat Salon
Fig Tree

Angie Chait, <u>Douglas Elliman Real Estate</u> & Marva Babel, Owner of <u>Ode to Babel</u>
Danielle Pignataro & The Stichers with Attitude Club @ <u>New Voices Middle School</u>

<u>New York University's</u> FO & T Division & Therese Ngo

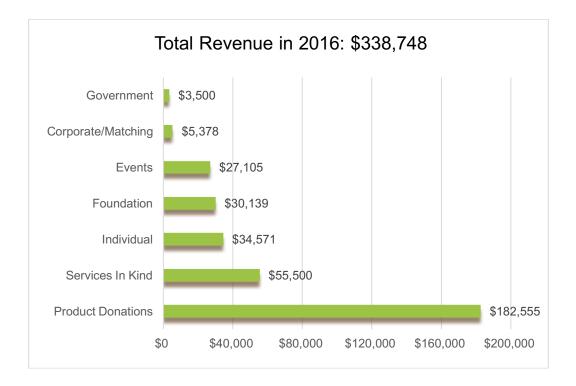
FullSix NY

And thank you to Park Slope Parents and Good Neighbors of Park Slope

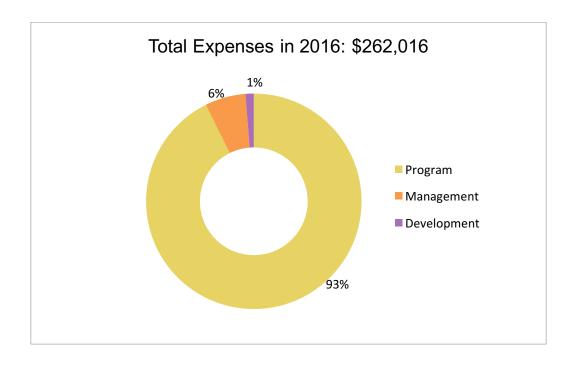
for coordinating a holiday toy drive with these local businesses:

Goldy & Mac
Gymboree
Investors Bank
South Slope Pediatrics
NY Kids Club
NuNu Chocolates
Windsor World of Shoes
Shipwrecked Mini golf

2016 was our most successful fundraising year to date, with many of our donations coming from generous individuals and family foundations that have been supporting us since our inception in 2011. We received more corporate product donations this year than in all previous years.



In 2016, 93 percent of our budget was spent on program, distributing critical items to keep children safe and healthy, and providing life-changing support that benefits the whole family.



Our Corporate Donors



The Honest Company donated over 30,000 diapers and other baby items to Little Essentials





Families receiving Honest Company diapers

Since joining the Baby2Baby National Network, we have received large corporate donations from The Honest Company (diapers, baby carriers, shampoo and wash, bibs and diaper caddies), and toys for the holidays from Mattel and Fisher Price.







Our Annual Gala



One of our most successful fundraising initiatives this year was our annual Taste of Brooklyn Gala in November. We raised \$27,000 through ticket sales and auction items. The gorgeous space at Arlington Place Bed-Stuy and Breakfast was generously donated by Advisory Council member Liz Mandarano. Over 20 local Brooklyn restaurants and wine shops donated delicious food and wine, and there were amazing auction items donated for our silent auction. We're looking forward to seeing you all there next year!

Food & Beverage Event Sponsors

Alice's Arbor

Corporate Sponsors
Arlington Place Bed-Stuy &
Breakfast
A Child Grows
Fig Tree
Investors Bank
Park Slope Parents
Tribeca Pediatrics

Bar Bruno **Bedford Hall** Brooklyn Kolache Captain Dan's Tavern Corkscrew Wines Brooklyn **Dough Donuts** Early **Fancy Nancy Frolish Wines** Glasserie Gran Electrica **Habana Outpost** Lighthouse Miss Favela Moloko Oaxaca Taqueria Olivino Wines Pies'n'Thighs Pilar **Red Table Catering** Rice& Miso Saraghina

Auction Sponsors Ashby Candles BAM The Conrad Hotel Creatively Wild Art Deborah Rice Designs The Greenwich Hotel John Baran Fabrice Trombert Photography John Tebeau Lisa Love Marc Jacobs Marguerita Hagan Sara Walshe Tim Berne **Yves Saint Laurent** Mary J. Blige & Maxwell

Individual donors

\$4,500+

Iris Cohen

\$3.000+

Jasmine Nears & Christopher Biesinger

Katy & James Adams

\$2,000+

Amy May Jessica Broome

Melissa Dimemmo & Damon Crepin

\$1,000+

Howard Lorber
John Munz
Katie & Andrew Chorlton
Marc Isserless
Rachel & Chris White
Sandie & Fabrice Trombert
Sylvia Cowley

\$500+

Carla Jaynes
Joanna Khouri
Linda Payson
Meade Thayer
Sallye Broome
Santi White
Ursel Schlicht
Wendy Ressman

\$400

Adriana Tredanari Josh Doyle Rawia Ashraf

\$300+

Amy Glosser
Andrew Kahner
Belinda Bellet
Christine Grochocki Myrin
Danielle Nogueira de Sa
Rachel Small
Samantha Stamler
Sarah Mcguire

\$250+

Ann Weathersby Cooney Anne Isabelle & Alex Choueri Emily Fischer Jared Franken Kimberly Weinrich

\$250+

Michael Gaebler Stacey Bro

Susan Schraft & Richard Berne

\$200+

Amanda Oprysko Amy Fitzgerald Amy Won David Smith Felicia Frey-Sharf Katha Pollitt

\$150+

Christian Wenaweser Daniel Marracino Harriet Goldman Kim Neuhaus Lydia Andre Michelle Pizzico Nina Roefaro Lomeo Tara O'Brien

\$100+

Alethea Fitzpatrick Alice Berger Allegra Fisher Andrea Berne Anna Rocchio Ashley Brown Beverly Powell Bonnie Poloner Charles Clayman Dustin Schneider

Elai Katz
Elaine Moore
Elisabetta Milan
Emily Keichel
Frederick Conrad
Jan Lorimer
Joanna Buckner

John Morris & Marcia Santoni

Judith Towland
Julie Kay
Jillian Eugenios
Kate Wiggins
Kim-Marie Hagerty
Kristine Wallace
Lauren Glant
Meg Grosswendt
Michael Kovnat
Miriam Neilsen
Nancy Fong
Nicola Bottero

Pat Greenleaf Patricia Joyce

\$100+

Rebecca Goldberg Rhona Kisch Serge Jules Steve Powers Sunny De Poortere Susan Schraft Tamar Poloner Tiffany Pollack Guenther

Tom Baker Tracey Durning Victoria Petro

\$75+

Heather Overley Robert Einhorn

\$50+

Alexandra Slack
Alissa Pemberton
Allison Fortin
Anthony Syslo
Carol Del Signore
Caroline Miller
Caryn Maddox
Christina Scala
Dan Rindler
Dana Stratton
Danielle Dilorenzo
Diana Queseda
Elizabeth Jackson
Elizabeth Bass

Gretchen Baudenbacher Heather Freyman Jessica Lee Joelle Weinstein John Andiola Josephine Djekovic Judith Hoffman Julianne Wilkinson

Kalli Wind Leslie Brandon Lindsey OConnell Lisa Patullo

Maria & Chris Spencer Melissa Zimmerman Michael & Amity Spiegel

Patrick Sauer Robin Gise Robin Westen

Grants and Corporate donors

\$10,000+

Baby2Baby National Network

\$5,000+

Jimmy & Pia Zankel Stephen Colbert (*Americone Dream Foundation Fund*) The TJX Foundation Inc

\$2,500+

Vanessa Hradsky & John Atkins (Atkins Family Foundation)

\$2,000+

100Women NYC Council Member Steven Levin

\$1,000+

Investors Bank Postmark Café

\$500+

A Child Grows Fig Tree

\$400

Benevity Foundation

\$75+

Amazon Smile Foundation Corkscrew Wines Brooklyn

Board of Directors

Sandie Trombert, Founder and President (since 2011)

Trombert has more than 20 years of business management experience. She is currently Business Director at FullSix Media, Havas Group a digital media and advertising agency. Prior to founding Little Essentials, she was an active volunteer for non-profit and outreach groups including St. Vincent's Meals on Wheels and a Katrina Relief Effort legal clinic. She earned her Juris Doctor from Southwestern University of Law and a bachelor's degree in International Relations from San Francisco State University. Born in France and raised in New York City, she lives in Brooklyn with her husband and two children.

Rachel White, Chairman and Vice President, Board Recruitment Chair (since 2012)

White is an entrepreneur and a seasoned professional with 15 years' experience in various strategic management positions at leading companies including Yahoo!, WebMD, IDT and Accenture. She is also the Founder of Fig Tree, a Jewish cultural education program in Brooklyn, for kids from interfaith, interracial and secular backgrounds. White volunteers with local organizations dedicated to positively developing Bedford Stuyvesant, Brooklyn, and is a Trustee and Fundraising Chair at The Co-Op School in Clinton Hill, Brooklyn. She earned a bachelor's degree in English from Vassar College and lives in Brooklyn with her husband and three children.

Katy Adams, Secretary (since 2014)

Adams is a qualified UK attorney, with four years' experience working in the City of London focusing on corporate restructuring and financial instruments. She holds an MA in Modern Languages from the University of Cambridge, England. After leaving the legal profession to raise her family, Adams worked as a consultant advising educational bodies and gained voluntary experience in strategy with a range of charities. Katy currently works for a UK national children's charity in a policy implementation role.

Alice Bennahmias, Treasurer, Corporate Partnerships and Marketing Chair (since 2015)

Bennahmias is an international marketing and communications executive and management consultant with over 15 years of experience leading philanthropic initiatives from the corporate/brand side that have raised over \$5 million for organizations such as After-School All-Stars, CGI, and Broadway Cares/Equity Fights AIDS. She is also a founding board member of Empowered By You, a social enterprise that empowers women via microfinance loans globally, and a volunteer with the Good Dog Foundation. Bennahmias holds an MBA from ESSEC Business School in Paris, France, as well as a bachelor's degree in international relations from IEP (Sciences Po), also in Paris. She lives in Brooklyn with her two children.

Katie Chorlton, Strategic Management Chair (since 2015)

Chorlton is a former Strategy Director who worked in various advertising agencies in London, England. Since moving to the U.S. in 2007, she has been involved in fundraising and event planning for numerous non-profits including the Santa Barbara Zoo and The Storyteller Children's Center. She has held board positions for the Santa Barbara Newcomers Club and the Junior League of Santa Barbara. Recently, Chorlton has been heavily involved in the Junior League of Brooklyn and chaired the "Prom Through the Decades" fundraiser, which raised much needed funds for college scholarships for disadvantaged teens. She graduated summa cum laude with a degree in psychology from University College, London. She lives in Park Slope, Brooklyn with her husband and two daughters.

Andrea Berne, Program Co-Chair (since 2015)

Berne is a pediatric nurse practitioner with over 33 years of experience providing health care to children and adolescents. Early in her career she provided health care to children of farmworkers through the Colorado State Health Department's Farmworkers Program She went on set up health clinics for homeless children with the Children's Aid Society and was instrumental in starting the New York Children's Health Project, which provides health care to homeless families living in welfare hotels via a mobile van. She has done volunteer work in Guatemala, Haiti and South Africa. Berne is presently working at Tribeca Pediatrics. She earned a BS in nursing and a MS in public health at Columbia University Berne has lived in Prospect Heights for 27 years.

Jessica Broome, Program Co-Chair (since 2015)

Over the past fifteen years, Broome has designed and applied qualitative and quantitative research programs for clients including top academic institutions, Fortune 500 companies, and grassroots community groups. Jessica has worked in research for leading public relations agencies including Ogilvy and Edelman, as well as several social service organizations. She holds a PhD in Survey Methodology from the University of Michigan, an MS in applied social research from Hunter College and a BA from Connecticut College, where she graduated cum laude.

Staff

Elissa Young, Executive Director

Young is a social worker with more than 20 years of experience as an advocate for under-served youth and families, with a focus on community building and outreach. Prior to joining Little Essentials, Elissa served as director of Patchogue-Medford Youth Community Services, a youth and community center, as well as director of Mercy Center Ministries, a homeless shelter for young women. She has combined her passion for working with children and families with two of her personal hobbies – cooking and reading – as a volunteer Nutrition Educator for City Harvest and as Literacy Committee Co-Chair at Community Roots Charter School. Elissa earned her MS in social work from Stony Brook University and her BA in psychology from University at Albany. She lives in Brooklyn with her husband and two daughters.

Zakiyyah Mohamed-Stevens, Program Manager

Zakiyyah Mohamed-Stevens has always had a passion for aiding people living in poverty, especially children. Working in childcare for nearly all of her professional career, she began to gain valuable experience in non-profit service by interning at Little Essentials, and has also worked and volunteered at community organizations such as ACLU-Newark and Brooklyn Bodega. She earned her BA in sociology from Rutgers University and is planning to attend a master's program at Edward J. Bloustein School of Planning and Public Policy at Rutgers University.

Advisory Council

Adriana Tredanari, Development Consultant, Development Committee

Tredanari comes to Little Essentials with a profound love for children. Along with raising her own two sons, she is a grandmother of two, and has fostered at least a dozen kids coming from difficult home settings, including violence and drugs. She has worked tirelessly raising funds for new playgrounds, minority needs and food drives, and most recently for Little Essentials. Tredanari is also a former restaurateur, a founding member of Ramscale Art Associates as director/art dealer, and a small press poetry publisher.

Amanda Hirsch, Founder and President Good Things Consulting, Marketing Committee

The former director of PBS.org, Hirsch founded and runs Good Things Consulting, where she advises nonprofits and indie media companies on how to tell their stories online in ways that help them achieve their goals NPR, TED, Sundance board chair Pat Mitchell, the George Lucas Educational Foundation and SYPartners are among those who have entrusted her as a strategist, manager, writer and editor. Hirsch also teaches digital storytelling and is a popular public speaker and facilitator. She graduated Phi Beta Kappa from the University of Pennsylvania and lives in Brooklyn with her husband and daughter.

Barbara Sherman, Deputy Director of Policy for Public Advocate Leticia James, Program Committee As the Deputy Director of Policy for the Public Advocate for the City of New York, Letitia James, Barbara Sherman has had the privilege of working on various issues that impact everyday people. Her focus is on education, children with disabilities, affordable child care and paid family leave. She has spent her entire career advocating for change and creating policy that helps reform systemic inequities in city government. Barbara has a MS in public administration and policy from Brooklyn College. She is a proud Brooklyn native living in Clinton Hill with her husband and son and dog, Lucy.

Jake Endres, Director of Affiliate Management & Operations, American Civil Liberties Union (ACLU), Finance Committee

Endres works with the ACLU's 50 independent state affiliates to broaden and support their organizational and capacity building goals. He creates and exchanges best practices and provides guidance to affiliates in general operational activities including management strategy, administration, financial management, and human resources. Endres has worked in the nonprofit sector since serving as the leader of the afterschool program of Big Brother Big

Sisters of Attleboro, Massachusetts in 1994. After receiving his MBA in management from Johns Hopkins University, he spent three years consulting to organizations in the New York metropolitan area, including a number of emergency food programs through the New York City Coalition Against Hunger. He lives with his wife and three daughters in Fort Greene, Brooklyn.

Jeanine Maupin, M.S.Ed, Development Committee

Maupin taught in Boston and New York City for 16 years, focusing on at-risk and special-needs students and mentoring younger teachers to develop strategies for classroom management and community building. She worked with many community organizations to help her students and their families connect to services. A mother of three who is committed to preserving and enhancing the Hudson River and the communities adjacent to it, Maupin is a board member of the Nyack Park Conservancy. In that role, she has been instrumental in raising funds, organizing events and developing plans to restore the riverfront Nyack Memorial Park. She has an undergraduate degree from Northeastern University and a MS in education from Simmons College and is certified by the National Board for Professional Teaching Standards as an Exceptional Needs Specialist.

Léa Joly Sloan, Marketing Committee

The founder of apparel company SoMi Baby, Sloan also started the French Dual Language program to PS110 in Greenpoint, Brooklyn in 2010 and continues to be an instrumental voice to the community of parents at the school. A graduate of the University of California in Santa Barbara, she now lives with her husband and two daughters in Williamsburg, Brooklyn.

Liz Mandarano, Owner, Arlington Place Bed-Stuy Bed & Breakfast, Development Committee

Mandarano is proud to be a fourth generation Brooklynite. A former attorney whose practice focused on litigation and family law matters, Liz now hosts Arlington Place Bed Stuy Bed & Breakfast. She has also taught yoga for over ten years and has trained and certified over 200 other yoga teachers who now teach around the world. In 2009, Mandarano was selected by PBS' Road Trip Nation as one of the year's 50 most inspiring professionals. She holds a JD from Georgetown University Law Center as well as a BA in French from Rutgers College. She lives in Brooklyn with her son.

Paul Mei, Certified Public Accountant/Sole Practitioner, Mei CPA P.C., Finance Committee

Mei spent 11 years working at top accounting firms in Manhattan prior to opening his solo practice in Brooklyn with a niche in work with small and midsized business and non-profit organizations. He is an active member of the both the New York State Society of Certified Public Accountants (NYSSCPA) and American Institute of Certified Public Accountants (AICPA).

Sondra Santoni, Former Program Director, United Community Centers, Program Committee

Santoni served as Program Director for 17 years at United Community Centers in East New York, where she managed programs focused on women's sexual and reproductive health. She is a trained birth assistant and helped deliver babies at Brooklyn Birthing Center for three years. She is now a resident nurse in Ohio.

Therese Ngo, MA Public Policy, Program Committee

Ngo holds a MS in public policy from Stony Brook University and is currently pursuing a MS of social work at New York University. She is broadening her experience in public policy and data analysis with a certificate in data visualization. She currently works for New York University's Financial Operations and Treasury division.

Vanessa Hradsky, Development Consultant, Development Committee

Hradsky has an extensive a background in fundraising for the not-for-profit sector. She has worked as a development officer for several nonprofit organizations including the American Lung Association, Doctors of World - USA, and the EastWest Institute, raising up to \$3 million annually from foundations, corporations, government agencies, and individual donors. She has also held sales and management positions in the financial sector. She earned a BA in economics from the University of Maryland and holds certificates from the Grantsmanship Center and Association of Fundraising Professionals. She lives in Brooklyn with her husband and two children.

The Little Essentials Board of Directors, Advisory Council and Staff thank you for your support.



Andrea Berne, Board member; Alice Bennahmias, Board Treasurer; Sandie Trombert, Founder & President; Katie Chorlton, Board member; Rachel White, Board Chair; Jessica Broome, Board member; Elissa Young, Executive Director.