



NEW MOMS Rising Together

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This place is important
because it gave me the skills
that I didn't know I even had
within myself.

NEW MOMS PARTICIPANT

Letter from the President

What an incredible year it has been! Since joining New Moms 11 years ago, I never stop being amazed by what's possible when we rally around young moms and their families – and this year was no exception.

Our participants come to New Moms during some of the most vulnerable and uncertain times of their young lives – yet the tenacity, resilience and strength they demonstrate in the face of huge challenges are powerful reminders of what's possible when a community rises together to share encouragement and support.

It's a network of hope that wouldn't be possible without the dedication of our team, who this year continued to innovate and find new ways to support young moms and children – all while offering deep,

committed care for each participant. And the support of our Board, donors and volunteers has been equally vital, fueling this mission through generosity, guidance and unwavering belief in what these young women can achieve.

This past year has shown us the power of coming together, as we continue to drive lasting, generational change – because we know that when young moms rise, their children, families and the entire community rise with them.



With gratitude,

A handwritten signature in black ink that reads "Laura Zumdahl". The script is fluid and cursive.

Laura Zumdahl, Ph.D.
President & CEO

Mission and Vision

OUR MISSION

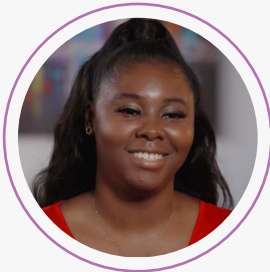
New Moms' mission is to strengthen families by partnering with young moms as they progress towards housing stability, economic mobility, and family well-being.

OUR VISION

We envision a future where every young family thrives.



SUCCESS STORY



Lanetta
2025 New Moms Alumna

Lanetta, a young mom of two little girls, found New Moms at a time when she was feeling low, struggling through postpartum depression after the birth of her second daughter. In this community, she found the support she needed in order to create a brighter future.

“New Moms changed a lot in my path, because my path was that I didn’t know what I was going to do or what I was going to be,” she reflected. “Now, I’m on a path and prioritizing what can be done. I’m making short-term and long-term goals to see what’s realistic, and which ones might take time.”

Lanetta engaged in just about each one of our core programs. In the Job Training program, she worked in multiple areas of our social enterprise Bright Endeavors, from pouring candles to product finishing, and even selling the candles out in the community.

Through it all, she not only gained valuable work experience, but also found a new tool that she will carry with her no matter where her path takes her: “The executive skills they engrave in you,” she said, speaking to the core capabilities she learned to organize, self-regulate and get things done. “They really do put you in a position where you can use those skills not just at New Moms but everywhere in general.”

Impact



383
moms served



452
children served



82%
reported that New Moms met their needs “well or extremely well”

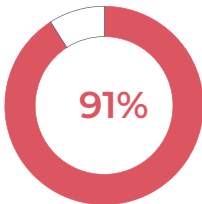
ECONOMIC MOBILITY



70%
of participants doubled their income, entry to exit



79%
of participants exited with high school diplomas or equivalent



of participants retained unsubsidized employment for 90 days (surpassing our goal of 75%)



FAMILY WELL-BEING



90%
of young moms increased positive parenting practices



77%
retained stable housing for 12+ months after exiting (exceeding the national benchmark of 60%)

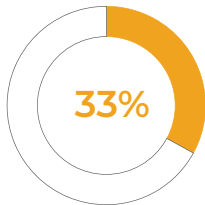


69
moms received therapy services from our Mental Wellness team

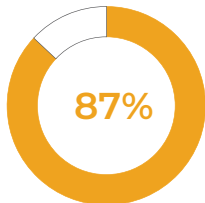
HOUSING



33,314
nights of shelter provided to 78 families (78 young moms and their 96 children)



newly enrolled in an educational or vocational program



exited New Moms to stable housing (surpassing the national benchmark of 64%)

Program Highlights

Our work is grounded in ensuring young moms have what they need to thrive. That's why we offer programs that support participants on their path to brighter futures.

This year, these programs continued to grow in impact as they offered young moms the skills and opportunities they needed to create lasting, generational changes.

Housing

We provided safe, supportive housing for young moms and their children with transitional and permanent options across our 58 apartments in Chicago and Oak Park. With a secure place to live, moms had the time and space to focus on their goals, grow their skills and plan for their family's future.

100%

engaged with New Moms' goals-tracking productivity app.

Multiple

events hosted, including Mommy + Me and a Mother's Day celebration.

Family Support

Through our Family Support program, we continued to offer a holistic set of services – including prenatal education, doulas, home visits and peer support groups – as well as parenting resources, tools and meaningful social connections.

190

young moms and 218 children were served through Family Support.

191

children were newly enrolled in daycare or preschool.

31

pregnant moms received prenatal services (a 26% increase) and 58 new babies were welcomed.

bright endeavors

New Moms' social enterprise Bright Endeavors provided paid work experience and training for young moms as they crafted and sold premium soy candles and home fragrance products. Participants gained skills and confidence while earning a paycheck.

2,416

days worked by 89 participants at Bright Endeavors.

10%

revenue increase for offsite sales and consignment over FY24.

REDF site visit

hosted for Chicago Employment Social Enterprises.



Job Training

Our paid Job Training program offered young moms a blend of classroom instruction and hands-on experience in a supportive, real-world setting.

19,863

hours of job training provided.

75

moms obtained permanent employment.

89%

of these jobs paid higher than minimum wage.

College Success Pilot Program

This year, we wrapped up this four-year pilot program designed to increase college enrollment and persistence to help young moms earn their degrees. Through one-on-one and group coaching, financial support in the form of \$500 monthly stipends, and a strong sense of community, the program provided a critical support system for participants.

34

moms participated, with 11 who successfully completed the program and 5 more who remained engaged through the program's conclusion.

33%

graduation rate so far, compared to the national average of 8% for single moms.

Bright Path

Sharing what we've learned is at the heart of Bright Path (formerly The Hub), a facet of our organization committed to strengthening human services from the inside out by providing training and consulting to other human service agencies, foundations and social enterprises.

New program name

was unveiled, as well as a new logo and website: hirebrightpath.org.

13

organizations were provided training and consulting services by Bright Path.

5

workshops facilitated across the country about coaching for economic mobility and family well-being.

Bright Spots



New Moms Honored as Best and Brightest Company to Work For in Chicago

New Moms was selected as one of just 25 businesses in the Chicago area that were found to offer the top innovative business acumen and distinguished human resources practices. The winning companies were evaluated by an independent research firm that reviewed a variety of key metrics, ranging from benefits to well-being solutions to civility and inclusion, plus much more.

The honor is a testament to the passion and commitment shown by our staff every day as we work together to make a change for young moms in our community. **Learn more:** newmoms.org/careers

Record-Breaking Fundraising Helped Drive Our Impact

New Moms founded a new event and fine-tuned annual traditions to gain more support than ever before.

- In September, we introduced the **Golf Classic** as a new fundraising event, drawing about 170 participants and raising an incredible \$154,000.
- In April, New Moms hosted our annual **fundraising gala**, when nearly 500 guests raised their paddles to contribute a record-breaking \$454,880!
- To close out the year, the community showed up big and exceeded our **year-end ask** by donating a record-breaking \$43,000, shattering our \$30,000 goal.

Thanks to this incredible generosity, young moms and their families will be supported by New Moms as they make generational change.



New Moms is truly an exceptional organization. ... Because of their intentional approach and multi-generational impact, New Moms is also one of our top choices for personal giving. It is inspiring to follow their work!

ALLISON BARON, FOUNDER AND CEO, CHIME PARTNERS

Mental Wellness Program Expanded to Support Moms and Children

Thanks to the Cook County Health grant and a valuable partnership with Rush, New Moms was able to expand our Mental Wellness program to provide moms and their children with behavioral health and psychiatric support. Three key areas were launched or expanded this year:

- **Individual therapy** for young mothers was expanded, increasing participation by 50% while investing in training to ensure access to high-quality, evidence-based approaches.
- A **Parent-Child Therapy program** launched as a way to strengthen caregiver-child relationships during two critical stages of development: early childhood and adolescence.
- A Psychiatric Nurse Practitioner provided **on-site assessment and medication management**, creating a one-stop behavioral-health access point for participants to see their therapist, psychiatric provider and coach all in one day.

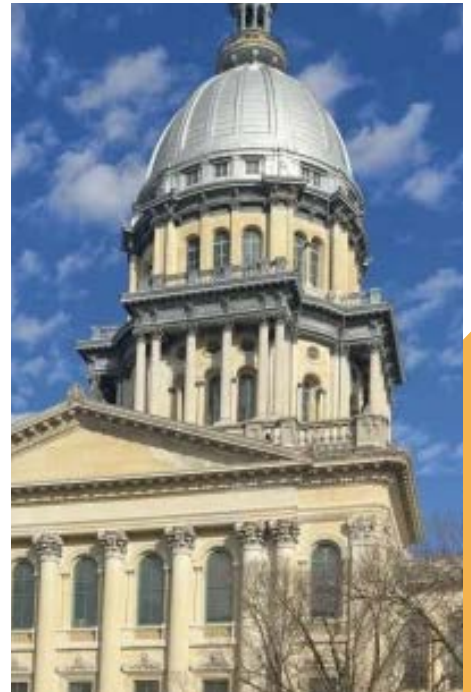
The outcomes for these young moms and their children has been tremendous, with 88% of moms reporting improved mental health, and 89% sharing that parent-child therapy strengthened their relationships. And the stories are just as uplifting. As one participant wrote to her therapist: “I trusted myself and stayed true to who I am. ... You’re teaching me how to celebrate myself more.”

New Policy Focus Builds Advocacy for Young Moms

This year, New Moms launched a new policy focus of our organization, furthering our work to make generational changes.

Since our inception, we have constantly hit systematic barriers standing in the way of young moms’ abilities to achieve their goals. This new policy focus of New Moms is designed to engage in advocacy work as a way to break through these barriers and get our participants the support they deserve.

To help, we hired a new Director of Policy, Anne VanderWeele, who works to create better government rules and laws that make a difference in the lives of our participants. We also launched our Advocacy Council – made up of current and past participants, staff and New Moms Board of Directors members – who have come together to advocate to advance ideas for economic mobility, housing stability and family well-being for young moms. **Learn more: newmoms.org/policy**



Financials

Revenue

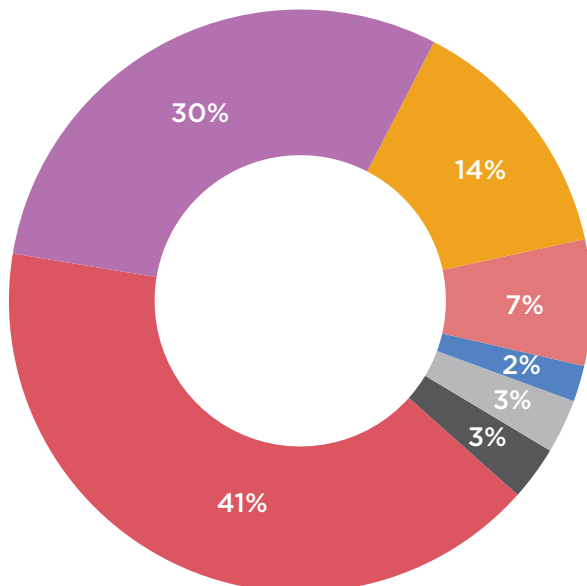
Contributions & Foundations	\$3,863,510
Government Contracts	\$4,787,321
Program Revenue (Bright Endeavors & Housing LLCs)	\$1,285,780
Debt Forgiveness	\$310,827
Other Income	\$345,074
TOTAL REVENUE	\$10,592,512

New Moms continues to exhibit financial growth. Revenue increase is attributed to the longevity of funder relationships and establishing new funding sources within Contributions & Foundations and in Government Contracts.

Expenses

Personnel	\$6,246,405
Operations	\$1,142,939
Facilities	\$494,733
Cost of Goods for Bright Endeavors	\$306,529
Participant Expenses	\$820,621
Housing (LLC's)	\$650,393
Depreciation and Amortization (+loan forgiveness)	\$536,128
Other	\$3,060
TOTAL EXPENSES	\$10,200,809
Excess or deficiency of revenue over expenses	\$391,703

Expenses by Program



● Job Training	\$3,655,749
● Family Support	\$2,710,113
● Housing	\$1,251,201
● Mental Wellness	\$664,361
● Bright Path	\$180,418
● Administration	\$250,864
● Fundraising	\$301,582
TOTAL EXPENSES	\$9,014,287



“It helps us know that we are heard, we are loved, we have a spot in this world.”

NEW MOMS PARTICIPANT

SUCCESS STORY



Janiece *2025 New Moms Alumna*

When Janiece found New Moms last year, she said it felt like a breath of fresh air. Before then, the young mom, raising

her baby and toddler alone, had been moving from house to house without a clear plan for the future. New Moms not only provided her with housing and job training, but a network of care and a belief in herself she had never had before.

“I would say it changed my life, because I never received so much support,” she said.

Janiece quickly developed relationships throughout the organization. A therapist supported her mental wellness and how to express herself, and other moms in the parent

support group showed her she’s not alone. Meanwhile, her coaches helped her develop goals and build the confidence she needed to achieve them.

“Before I felt like I didn’t have that motherly support, but my coaches believed in me and they pushed me, and I feel like that really helped,” she said.

After just a year in the program, Janiece has a new future to look forward to. She has her own stable housing and a job at a local university. And, she has big dreams for the future, including opening her own food truck.

“If you are focusing on your goals and doing what you have to do, you get rewarded.”

Thank You to Our Supporters

WHY I GIVE

"I always think of my own Mother when I make my contributions to New Moms. No matter the stage in life, becoming a mother for the first time seems to be a moment that so many never feel quite prepared for. As a product of my Mother's newness filled with wins and obstacles, I admire New Moms for standing in the gaps for mothers to achieve more wins and overcome.

The simple answer is: Donating to New Moms is the least I can do for all that my Mother has done for me. It's the minimum. I do it in honor of her. Thanks, Mom!"

- Anjylla Foster, New Moms supporter



THANK YOU TO THOSE WHO GAVE

Pastor Wolbcja Abel	Catherine and Brian Basler	Cause Strategy Partners	Blake DeBoer	Aimee and Dan Feuser
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Abt Electronics Inc	Kathy Baumgartner	Ceres Foundation	Julie Degraff	First Rate Living Fund
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SUCCESS STORY



Eusebia Flores
Senior Doula at New Moms

“Every mom wants the best for their babies, but not every mom has the tools to do so,” said Eusebia Flores, a senior doula at New

Moms. “It’s our job to provide the tools that the moms need.”

During the six years she’s been with our Doula Program, Eusebia has offered support and provided resources to ensure moms-to-be feel ready to welcome their little one. Through the program, these young moms gain skills and tools they’ll need as a new parent. And, Eusebia shared, they also find a safe space for encouragement, connections and care.

“All women need non-judgemental support,” she said. “We are there to make sure the prenatal group is a safe space and to provide the tools that they want so they can be the best moms for their babies.”

For Eusebia, one of the highlights of each cohort is the New Moms baby shower for the expecting mothers, providing them with many of the necessities they’ll need for their baby in addition to the skills they’ve learned along the way. And as their doula, she continues to gain so much along the way, too.

“I feel like I’m mothering all of those young moms, like I’m a grandma,” she said with a laugh. “It’s what doulas do, give physical and emotional support for moms and their family.”

We're building brighter futures. You can help.

DONATE

Join us in partnering with young families to support economic mobility and strengthen family well-being. One-time, recurring and in-kind donations are all graciously accepted.

Give a gift at newmoms.org/donate.

VOLUNTEER

Our work would not be possible without the help of dedicated volunteers. We offer a variety of ways to get involved for both individuals and groups.

Learn more at newmoms.org/help/volunteer.

SUPPORT

Shop at our social enterprise Bright Endeavors and support the young moms who are gaining valuable work experience and confidence.

Order our handmade products at brightendeavors.org.

NEW MOMS

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