



NEW MOMS



Annual Report 2019

MY LIFE'S ON TRACK.



As we turn the corner into a new year and decade, we look back at our fiscal year 2019 with pride and appreciation. We've worked hard to transform New Moms into an ever-evolving organization that is pushing the boundaries on how we impact young families in the fastest and smartest ways.

At the core—and the heart—of New Moms is young moms and their children.

Our unwavering focus on this special group of young people has pushed us to refine our model of service and continuously strive to get better over the last 37 years. Out of this deep learning comes the unique model we've developed that puts young moms in the driver's seat, providing a supportive environment, knowledge-building, and opportunities to practice skills as they accomplish powerful firsts and lead their families.

Our fiscal year 2019, highlighted in this report, was one of tremendous growth. We expanded and opened new housing and our suburban program hub in Oak Park. We served over 800 young moms and children for the first time in our history. And we drilled down on learning and refining our model to ensure that our programs tap into the great potential the young families we serve bring to their communities, impacting generations to come.

It takes a community to achieve this. It includes our staff who coach young moms on the journey, our Board and Associate Board who are great ambassadors of our mission, and our donors, partners, volunteers, and friends who invest in New Moms and make it possible to provide this special place. Together, we are the community of support that rallies around young families, cheering them on and tapping into their potential.

Thank you for being part of the journey with us this past year.

We look forward to many more years and stories of impact to come!

Gratefully,

Laura Zumdahl, Ph.D
PRESIDENT & CEO





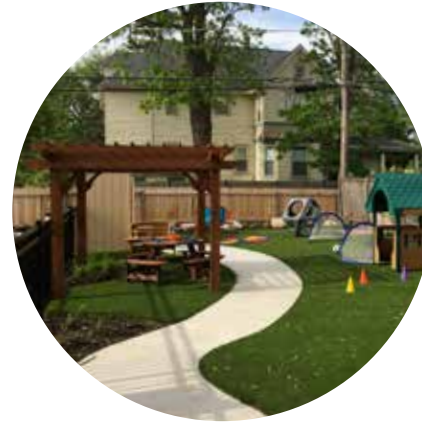
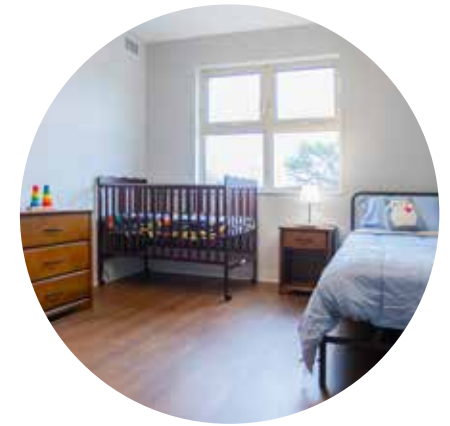
There's no place like home

In March 2019, we celebrated the opening of the **Brenda S. and James P. Grusecki New Moms Oak Park Center and Clare Place**, which includes new office and programming space, along with 18 one and two-bedroom apartments. Solidifying New Moms' presence in the near-west suburbs of Chicago, we expanded our services to **8 communities** (see map), offering robust family support, including doula and home visiting services, to more families.

Through the development of **Clare Place**, we continue to work to expand affordable housing options for young moms and children experiencing homelessness in Chicagoland. Safe and stable housing is critical for the long-term success and strength of a family. These apartments, in addition to the 40 apartments at our Transformation Center in Chicago, allow New Moms to support 58 families at any given time as they stabilize and work towards accomplishing their goals for a thriving future.

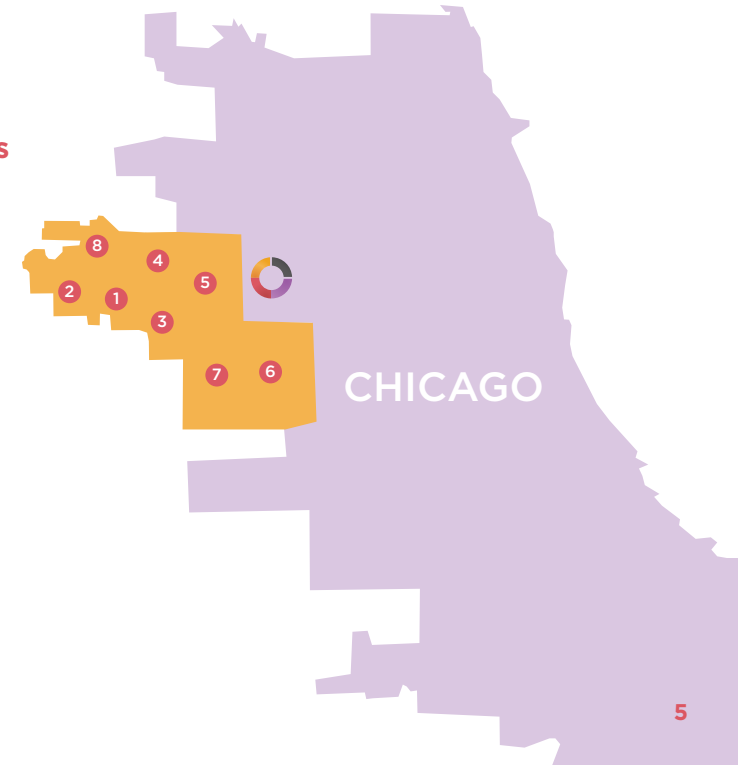
We also celebrated the installation of a **Bright Space playground**, with gratitude to our faithful partners at Bright Horizons, who designed a developmentally-friendly play space for our families to enjoy. The Bright Space is accessed easily from the Parenthesis Playroom, funded by faithful friends who were committed to seeing New Moms Oak Park Center as a space where children and young moms found support and community.

We are grateful to the many **partners who made this dream a reality**. This project was completed with significant sweat and grit by the architects, designers, and construction teams, New Moms staff, and importantly, the many donors who made this possible.



In addition to Chicago, we now serve 8 communities in the near-west suburbs, including:

- 1 Maywood
- 2 Bellwood
- 3 Forest Park
- 4 River Forest
- 5 Oak Park
- 6 Cicero
- 7 Berwyn
- 8 Melrose Park



83% 83% of young moms retained stable housing for 12+ months after exit (Exceeding the national benchmark of 60%)

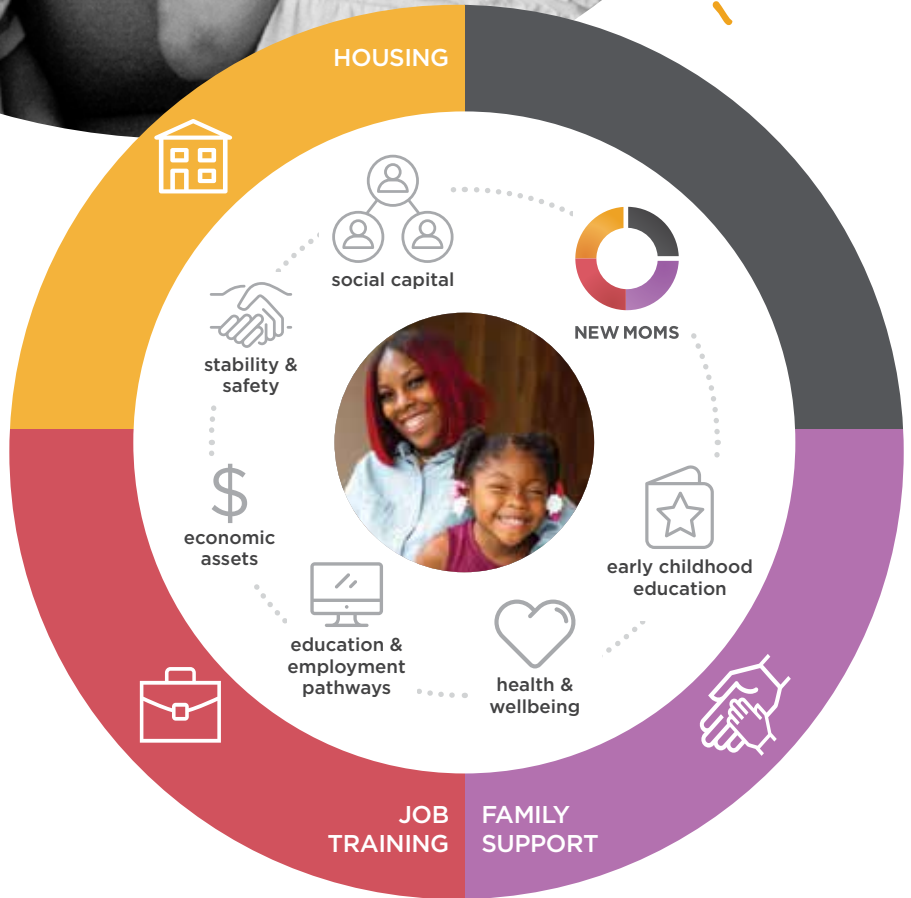


I KNOW I CAN DO THIS.



Our Innovative Model

We transform two generations by applying a holistic coaching approach, creating cycles of opportunity where families are in the driver's seat, collaborating with all stakeholders to develop and sustain supportive systems and unleashing untapped potential for success.



Applying a **HOLISTIC COACHING APPROACH.**

Families and coaches build trusting partnerships through regular individual coaching sessions. Young moms build positive social networks through interactive peer group activities.

Creating cycles of opportunity where families **ARE IN THE DRIVER'S SEAT.**

Young moms know what is best for their family. Coaches use a Family-Centered Coaching approach to focus the work on a mom's goals and agenda.

Collaborating with all stakeholders to develop and sustain **SUPPORTIVE SYSTEMS.**

New Moms builds equitable partnerships with agencies, institutions, and policymakers that help identify and eliminate barriers for families to access resources and achieve their goals.

Unleashing untapped **POTENTIAL FOR SUCCESS.**

Coaches employ the brain science of Executive Skills to identify young moms' strengths and successes, celebrating not only goal achievement but the impact of goal progression on a mom's self-confidence and vision for her future.



82% of young moms in our home visiting program practice positive parenting skills.



47% of young moms in our spiritual direction programs displayed spiritual growth (vs. 43% national benchmark)

Revenue

FY19 (JULY 1-JUNE 30)

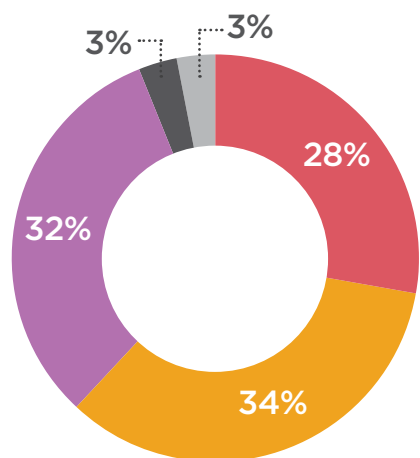
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|-------------------------------------|--------------------|
| Individuals & Special Events | \$429,283 |
| Foundations & Corporations | \$1,369,280 |
| Government Contracts & Grants | \$2,222,892 |
| Sales of Bright Endeavors' Products | \$481,114 |
| Churches | \$46,962 |
| Housing LLC | \$692,961 |
| In-Kind Donations | \$86,896 |
| Capital Campaign | \$149,775 |
| Other Income | \$40,453 |
| TOTAL REVENUE | \$5,519,616 |

Expenses

| | |
|------------------------------------|--------------------|
| Personnel | \$2,755,449 |
| Operations | \$622,911 |
| Facilities | \$616,432 |
| Cost of Goods for Bright Endeavors | \$270,895 |
| Participant Expenses | \$409,365 |
| Housing LLC | \$629,827 |
| Miscellaneous | \$73,588 |
| TOTAL EXPENSES | \$5,378,467 |

| | |
|------------------------------------------------------|------------------|
| EXCESS OR DEFICIENCY OF REVENUE OVER EXPENSES | \$141,149 |
|------------------------------------------------------|------------------|

*Surplus reflects 1) revenue accrued through our Capital Campaign for New Moms Oak Park Center and Clare Place 2) accrual of multi-year commitments for future programming



Expenses by Program

- Housing
- Job Training
- Family Support
- Administration
- Fundraising



Social Enterprise Update



WE'LL MEET OUR GOALS—I KNOW WE WILL.

New Moms' social enterprise, **Bright Endeavors**, is a critical component of our Job Training program and exists to provide paid transitional job training and professional skill development for young moms who are working to build strong families.

Through this social enterprise model, New Moms is an innovative leader in the field, balancing the primary focus of creating transitional job opportunities for young moms, while growing a business with beautiful, quality products (from which the revenue is directed right back into supporting job training).

All Bright Endeavors candles are hand crafted and signed by young moms who are developing leaders in the workforce. Every candle purchased from Bright Endeavors is an investment in young moms, their kids, and our communities.

THIS YEAR (FY19)

87,000
candles were hand-made by...

95
young moms in our job training program...

58
of whom found permanent employment and are leading their families into greater stability and economic mobility.

bright endeavors
brightendeavors.org



Interrupters of Poverty

| | | | | | | | |
|-------------------------------------------|------------------------------------------------|-------------------------------------------|----------------------------------------------------|-----------------------------------------|------------------------------------------|------------------------------------------------|------------------------------------------|
| 4Word Chicago | Aimee and Aaron Balsam | David and Mena Boulanger | Cathy and Brian Basler Fund | Costco Wholesale Midwest Region | John Doody | First Baptist Church Oak Park | Karishma Garipey |
| Ellen Abbott | Rebekah Baltic | Daniel Bourgeois and AnnaMarie Stastny | Cause Strategy Partners | Jynnifer and Christopher Cotharn | Door County Community Foundation, Inc. | First Congregational Church of Des Plaines | Catherine Garner |
| Abra Prentice Foundation | Bank of America Charitable Foundation | Judy Bowman | Catherine Cesnik | Carrie Cotter | Steven and Audrey Dormanen | First Congregational Church of Western Springs | Melanie Garrett |
| Joseph Abruzzo | Elizabeth Barakat | Megan Bramson | JC Chang | Cradles to Crayons | Paul Downey | First Congregational Church of Wilmette | Judith Gazaway |
| Paige and Don Adeli | Stephanie and Stephen Barnard | Ann Bregman | Mary and Keith Chase-Ziolek | Stephen and Amy Crilly | Trudy and Michael Doyle | First New Life Baptist Church | George and Barbara Kovacs Family Fund |
| Adobe | Barnes Family Donation | Kathleen Brennan | Dan Cheng | Dianne Crouch | Dr. Scholl Foundation | First United Methodist Church | George M. Eisenberg Foundation |
| Alexa Adrian | Patrick and Mary Bauer | Matthew Brett | Karla Chew | Crown Family Philanthropies | Katherine Driscoll | Flanikowski Charitable Fund | John and Julie Gerut |
| Advocate Bethany Community Health Fund | Lynnea Bauer | Patti and Parke Brewer | Chicago Board of Trade Foundation | CTU Foundation | Kenneth and Brenda Dryfhout | Forest Agency Insurance | Thomas and Lana Geselbracht |
| Aileen S. Andrew Foundation | Amelia Bauer | Bright Horizons Foundation | Chicago Chapter Coalition of Black Trade Unionists | Laurie Cudmore | Helena Du Toit | Lauren Forest | Wendy and Dave Giardina |
| Suzanne Alfano | Christine Baumbach | Becky Brofman | Chicago Church of Christ | Jessica and John Curran | Kurt and Leah Dykstra | Forest Park National Bank & Trust | Brian and Elyse Gilbert |
| Lee Ann and Marin Allan | Yuvi Bawa | Kristen Brown | Chicago Finance Exchange Corporation | Jennifer Czupek | Gregory Eakins | Linda and Samuel Frank | Penny Gillhaus |
| Allstate Insurance Company | Melanie and Michael Behling | Julie and Edward Brown | Chicago Land Toys for Tots Motorcycle Club | Andrew and Kelly Dahle | East Foundation | Stephanie French | Katharine Gillies |
| AmazonSmile Foundation | Justin Beighley | Diane Buchanan | Charles Burbridge and Deborah Gillespie | Amy Daigler and Aaron Andersen | Sarah Eckmann | Erik Freund | Paul Gillig |
| AMITA Health | Mary Bellmar and Arne Olson, Jr. | Jon and Amanda Bull | Meghan and Larry Burkhart | Karen and Brian Daily | George and Jessica Economos | Friendship Baptist Church of Chicago | Jenna Glimp |
| Analytics8, LLC | Benjamin B. Green-Field Foundation | Zerrin Bulut | Marion and Drew Burlak | Rashida Dairyko | Ingrid and Olav Eiesland | David Frizzie | Paul Gobster and Kathleen Dickhut |
| Warren and Greta Anderson | Mary Berg | Bump Club and Beyond | Michael Burns | Karen and Peter Darley | Sandrine and Scott Eifert | Rosemary Fuhrman | Nancy Godinez Spencer and Daniel Spencer |
| Emily Anderson | Briana Berkowitz | Charles Burbridge and Deborah Gillespie | Mark and Katie Buttery | Dee Davis | Inger Eisland-Shultz and Richard Schultz | Jaime and Robert Fuller | Arthur Goldberg and Phyllis Voosen |
| Andrew and Alice Fischer Charitable Trust | J.A. and N.A. Bernard | Meghan and Larry Burkhart | Meghan Callaghan | Carrie and Rommel De La Cruz | Elements Architectural Group | Fund for Shared Insight and Listen for Good | Greg and Judy Golz |
| Andrew Family Foundation | Felice Bernstein | Byron Clarke and Dana Emanuel | Lauren Callaghan | Blake DeBoer | Priya Emmanuel | Keith and Carolyn Furlong | Good Heart Work Smart Foundation |
| Edith Andrew | Adam Best | Deb Clause and James Korenich | Danielle Campbell | Martin and Judy DeBoer | John and Jane Erickson | David and Anne Fussichen | Google Chicago |
| Edward J. Andrew Jr. | Big Lots Foundation of The Columbus Foundation | Frances Coe | Matthew and Melanie Campillo | Jennie Dede | Stephanie Estrada | Maria Cullerton/Gagliardo Realty | Siobhan Goree |
| Greg and Ruth Anerino | Nan Birmingham | T.J. and Beth Cohen | Ana Cano | Tabitha and Jeremy DeFrancisco | Euclid Avenue United Methodist Women | Judy Gaietto-Grace and Terry Grace | Lynne and Ken Gotsch |
| Annie's Resale for the World | Lisa Birmingham | Paulette and George Collias | Capital Strategies Investment Group | Denise DeGuzman | Evangelical Free Church of Des Plaines | Matthew Gaither | Grace Lutheran Church & School |
| Apostolic Faith Church Chicago | Stanley and Tina Birnbaum | Patricia Comenduley | Nichole Capraro and Ray Stacey | Deloitte Services LP | Everett Wealth Solutions | Carol Gall | Grace Lutheran Church and School |
| ARCO/Murray Corporate Services, Inc. | BIZNET | Community Bank of Oak Park & River Forest | Carl R. Hendrickson Family Foundation | Robert Demeter and Mitzi McCord Demeter | Fair Oaks Presbyterian Church | Giovanni and Jenna Gallo | Robert Grady |
| Neal and Ester Armstrong | Fraya Black | Community Church of Fish Creek | Elizabeth Constantine | Emily Dempsey | Carrie Falkenhayn | Tim Gamble and Sally Wilson-Gamble | Samantha Grams |
| Rick and Marcia Ashton | Beth and Mark Blackwell | Kathleen Conniff | Dominic and Grace Constantine | DePriest Family Charitable Fund | Charlene Fan | Peter and Kate Gancer | Grant Healthcare Foundation |
| Aspen Institute | Mary Ann Blahnik | Deidre and Thomas Connolly | Cook County Physicians Association | Designs for Living | Jessica Farris | | Cynthia Gray |
| Tarun Athuluru | Cynthia and Stephen Blaising | Elizabeth Constantine | Carrie and Carson Cook | Lisa DeVivo | FDC Foundation | | Dara Gray |
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| Cecelia Bacom and Tim Bannon | Christopher Block | Cook County Physicians Association | Brittney Carter | Christopher Dimuzio | Stephen and Rochelle Fernands | | Marjorie and Barry Greenwald |
| Baird & Warner Oak Park River Forest | Sheila Bodee | Carrie and Carson Cook | Deborah Carter McCoy | Armond and Kitty Dinverno | Caitlin and Daniel Ferri | | Amelia Gresko |
| Baird & Warner, Inc. | Mary Boomsma | Cornerstone Evangelical Free Church | | Jamie and Arthur Dinverno | Anne Ferri | | Marilyn Griffin |
| | Lauren and Robbie Bosco | | | Anthony and Julie Dinverno | Brian Fieser | | Jane Griffin |
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| | Emmie Lou Boston | | | David Dobkin | | | Bryn Grisham |
| | | | | Marina Domokhovskiy | | | Trudy Gross |



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 Justin Hoss
 Christine Hryhorczuk
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 Lisa Mrzlack
 Kevin Murphy and Karen Brammer
 Kathleen Murphy
 Mary Murphy
 Christine Murray
 Catherine Murray
 My Friend's Closet Thrift Shop
 Donna Myers and Aaron Lebovitz



MY FUTURE IS BRIGHTER NOW.

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 Jason and Erin Nagelkirk
 Dana and Steve Nasralla
 National Christian Foundation - Greater Chicago
 National Christian Foundation - North Texas
 Wendy Negron
 Madison Neimer
 Mark Netjes
 Network It Easy, Inc.
 New Life Community Church
 Taynia Nieves
 Adam and Kelly Nirenberg
 Paul Noble
 Maureen Nolan
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 Susanne O'Connell
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 Oak Park River Forest Community Foundation

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 OPRF Alumnae Association of Kappa Kappa Gamma
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 Mark Parrell
 Patrick and Anna M. Cudahy Fund
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 Libbey Paul
 Serena Pav

| | | | | | | | |
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| Marie and David Peckenpaugh | Discretionary Fund of Oak Park Temple | Elizabeth Salmonowicz | Kim and Dale Showalter | Elizabeth and Charles Strand | The Karen and Kenneth Volpert Family Fund | Lei Vandercar | Kathi Willett |
| Peoples Gas and North Shore Gas Community Fund | Mariel Race | Janna Sampson | Dannan Siano | Jen Stroiman | The Katz Foundation | Kari and Scott VanderVeen | William G. McGowan Charitable Fund, Inc. |
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| Carr and Marcia Preston | Mary Rodino | Jodie Schroeder | St. Gregory the Illuminator Armenian Church Chicago | The #EveryWoman Project Chicago | Kris Torkelson and Charles Twichell | Annette Washington | Amanda and Jason Zenger |
| Sheila Price | Chris Roland | Jana Schroeder | Brigit Stacey | The Academy of Movement and Music | Patricia True Agos | Shannon and Dan Wasiolek | Zeta Phi Beta Sorority, Inc., Tau Xi Zeta Chapter |
| Allison Pridmore | Joshua and Nancy Rolock | Dave and Karen Schultz | Kelly Stack | The Albert Pick, Jr. Fund | Bob and Mary Ann Tuerk | Kathleen Webber | John Ziegler and Aasta Heasley |
| Prince Charitable Trusts | Ben and Carmen Rosado | Mary Scott | Peter Stacker | The Annie E. Casey Foundation | Kalina Tulley | Lars Weborg | Headsley |
| Kristen Prinz | Yali and Jose Rosario | Ben Scott | Al and Sue Stampfly | The Blowitz-Ridgeway Foundation | Heather Turk | Kenna and Mark Welch | Caren Zielke |
| PSAV | Rosenthal Bros., Inc. | Scully Interiors | Adam Stanley | The Boeing Company | Shay Turnage | Alison Welch | Mark Zimet |
| Mary and Jack Pulick | Margaret Ross | Kristen and Steve Seeger | James Stanley | The Christopher Family Foundation | Two Story Farmhouse | Andrew Wells | Judtih Zink |
| Maureen Pulick Meyer and William Meyer | Rotary Club of Oak Park & River Forest | Daniel Sell and Lynell Oyen | Lee Stansbury | The Debbie and Mark McCann Charitable Fund | United Lutheran Church | Mary Jane Welter | Patricia Zomaya |
| Susan Purdie | Tazewell Rowe | Leah Shapiro | Patricia Staszak | The Exeter Group | Unity Temple | Sophia Welykyj | Nafsica Zotos |
| Larry Pusateri and Anita Muncie Pusateri | Margaret Rubino | Share Our Spare | Lois Stedl and Robert Kopecky | The Goddess Ministry | Unitarian Universalist Congregation | Maureen and Sheketta Wesley | Lyle and Amy Zum Dahl |
| Eva Pusateri | Lloyd and Linda Rugen | Sara Sharik | Rachel Steele | The Harry and Jeanette Weinberg Foundation | USG | Elizabeth West | |
| PwC | Rush System for Health | Amanda Sharkey | Cathryn Steeves and Steve Perkins | The Henry W. Bull Foundation | Kathleen Vamos | Western Springs Christian Reformed Church | |
| PwC Charitable Foundation, Inc. | RUSH University Medical Center | Pam and William Sharp | Liz and Roger Stetson | The Huntington National Bank | Dave and Joya Van Der Laan | Westlake Health Foundation | |
| PwC Chicago Office | Medical Center | Barbara Shaw | Sara Stevenson | The John and Susan Dewan Foundation | Jane Van Stedum | Lakecia Whimper | |
| Logan Quan | Nancy Russell | Katy Shea | Elizabeth Stoker | The Joyce Foundation | Michael and Sandra Vander Hart | Marilyn and John Whipple | |
| Moira Quealy | John Russell | Sherburne M. Earling | Natalie Stolarski | | Lois and John Vander Laan | Daniel and Emily White Hodge | |
| Jason Quiara | James Russell | Working Mothers Trust Fund | Stoller Parent Coaching | | | Marty White | |
| Elizabeth Quist | David Russell | Sherman Fairchild Foundation | Story Club LLC | | | Thomas Whitehead | |
| Rabbi Max Weiss | Katie Russell Mack | Andrea Shoop | Brian Stout | | | Mary Wickers Hillcoat and Christopher Hillcoat | |
| | Brittany Ryan | | Deborah Stracco | | | | |
| | Billy and Amy Ryan | | | | | | |
| | Sage Foundation | | | | | | |

FY19 NEW MOMS BOARD

Robert Demeter, **Chair**
PRICEWATERHOUSE COOPERS (PWC)

Deborah Gillespie, **Vice Chair**
DGCGB GROUP

Jessica Curran, **Treasurer**
FIFTH THIRD BANK

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Jennie Dede
LINKEDIN

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METOPIO

Stephanie Kiesling
NATIONAL RUNAWAY SAFELINE

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