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

366 moms served 490 children served
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% of young moms retained stable housing for 12+ months after exit (Exceeding the national benchmark of 60%)
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.
of Key Health Indicators were met (exceeding our goal of 90%)

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 handcrafted 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.

94% of young moms retained employment for 12+ months (vs. 39% national benchmark)

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.

Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals &amp; Special Events</td>
<td>$429,283</td>
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<tr>
<td>Foundations &amp; Corporations</td>
<td>$1,369,280</td>
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<tr>
<td>Government Contracts &amp; Grants</td>
<td>$2,222,892</td>
</tr>
<tr>
<td>Sales of Bright Endeavors’ Products</td>
<td>$481,114</td>
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<tr>
<td>Churches</td>
<td>$46,962</td>
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<tr>
<td>Housing LLC</td>
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<tr>
<td>In-Kind Donations</td>
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<tr>
<td>Capital Campaign</td>
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<tr>
<td>Other Income</td>
<td>$40,453</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$5,519,616</strong></td>
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</table>

Expenses

<table>
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<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
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<tr>
<td>Operations</td>
<td>$622,911</td>
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<tr>
<td>Facilities</td>
<td>$616,432</td>
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<tr>
<td>Cost of Goods for Bright Endeavors</td>
<td>$270,895</td>
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<tr>
<td>Participant Expenses</td>
<td>$409,365</td>
</tr>
<tr>
<td>Housing LLC</td>
<td>$629,827</td>
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<tr>
<td>Miscellaneous</td>
<td>$73,588</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$5,378,467</strong></td>
</tr>
</tbody>
</table>

**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

**Social Enterprise Update**

**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.

**Expenses by Program**

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

brightendeavors.org
Susan Grossman
Elena Grotto
Angela Grover and Chris Abraham
Mo and Kevin Guilfoile
Monica Guillery
Madra Guinn-Jones and Warren Jones
Adrienne Guldin
Ellyn Gullo
Shel Hadari
Stephanie Haen
Carol Hafeman
Tom and Alison Hafner
Janet and Robert Haisman
Hallett Movers
Hamilton Charitable Fund
Karen Hamilton
Jenna and Paul Hammond
Mark and Sandra Hamstra
Julie Hansen
Bruce and Kathleen Hansen
Blaine and Elinor Hardacre
Don and Teresa Harmon
Marcia and David Harms
Wes Harrington
Kelley Harris
Katharine Harris
Christine Hautr
Healthy Communities Foundation
Katy Heider
Rebecca Heidkamp
Emily Heilman
Laura Zundahl and Randy Heing
Grant Hellworth
Amy Hendrickson
Patricia and John Henek
Henrietta Lange Burk Fund
Lynn Heppes Hancock and Linard Hancock
Herman and Katherine Peters Foundation
Hermitage Charitable Trust
Lauren Herskovic
Paul and Joanna Hettinga
Alexis Hiller
Bruce Hinrichs
Norman Hirsch and Ann Courtier
Frederic and Mary Beth Hogan
Lillian Hohmann
Jessica Holden
Kara Holder
Van Holkeboer and Linda Batchelder
Home Ec
Kelly & Todd Hontz
Sid or Madam
Lindsay Hoover and John Zygmontowicz
Hope Church
Justin Hess
Christine Hryhorczuk
Doris and Iwei Huang
Anita Hug
Michael Hung
Meghan Hurley
Susan and Richard Hurt
Joshua and Erin Hutt
Mackenzie Huysser and Mark Pridgen
Jesse Ilhardt
Infant, Inc.
Joshua Inglis
ITW
Jessica Iverson
Jack and Jill of America
Martha Jackson
Julie Jackson
Jackson National Life Insurance Company
Sharon and Jim Jaenel
Jaffe-Notier Family Fund
Emily Jakacki
James P. and Brenda S. Grusecki Family
Foundation
Kate and Mike Jannusch
Sor or Madam
Holly Jensen Hughes
Sarah Jerutis
John R. Houlsby
Foundation
Andy and Sheree Johnson
Randy and Beverly Johnson
Murray and Diana Johnson
Moira Johnson
Jan Johnston
Arthur and Linda Jones
David and Donna Joss
Mike and Mary Joss
Sabrina Kaiser
Beryl Kaiser
Marissa Kamyart
Steve and Pamela Katz
Janet Keller
Geri Kelley
Susan Kelly
Carrie Kempler
Emily Kenneally
James Kennedy
Heidi Kieselstein
Stephanie Kiesling and David Layden
Iris Kiesling
Jillian King
Daniel and Melissa Knizler
Lisa Kitzman
Linda Klinsky
Ellen Kogstad-Thompson and Brad Thompson
Katherine Kohatsu
Bola Komolafe
Tom Koops
Marian Korth
Matt Kosterman
Katherine Koura
Carrie Kovach
Jennifer Kvar
KPMG LLP
Amy Krefman
Cathy and Matthew Kruse
Anna Kucaj
Rosemary and Dale Kucaj
Lindsey Kulak
Deborah Kurtz
Amy Kurtz
Tina Kuska
Peter Labadie and Suzanne Saxman
Cynthia Labriola-Devlin and James Devlin
Nikki Lacwell
Wilkin and Heather Lai
Shoshone Lai
Kevin Lamb
Norman and Iene Lamer
Bo and Shaun Lane
Jon and Julie Laney
Juli Larkin
Edward LaRocco
Joan Larson
Suzanne Lassiter
Christine Lau
Michael Lavery
Rita Lavin
Gael Laymon
Kerry Lazewski
John and Nancy Leavy
Lebombers Family Fund
Byron Lee and Audrey Williams-Lee
David Lee
Ralph and Charlotte Lee
Brendan Lee
Linda Lee Reiter and Richard Reiter
Beth and Stephen Legate
Rodrigo and Corinna Lema
Lemonad
Natalie Leonowicz
Deborah Levine and Kim Becker
Sarah Levy
Lightengale Group
Jonathan Lind
Karissa Lindquist
LinkedIn Chicago
Adenia Linker
Lloyd A. Fry Foundation
Mary Anne and Mark Loafman
Marjorie Loeb
Lisa Loerzel
Philip, Louisanne and Zan Lofgren
Diane and Laurens Lohmann
Gudelia Lopez and Peter Wallin
Margaret Loving
Gina Lowell
James Lowery
Lucia Int, LLC
Belinda Macias
Jamie Madden
Ryan Magnuson
Shobha Mahadev
Janice Makela
Haley Marceau Taylor
Lauren Marshall
Linda Marsmaker
Renée Martinez
Christopher and Aimee Marx
Alicia and Patrick Mason
Kristina Matarazzo-Moran and Matthew Moran
Vanessa Matheny
Sam and Patricia Mauro
Katherine May
Stephanie Maybore-Reis
Kristin Mayhew
MB Financial Bank
Brian McCarthy
Michael McCauley
Marie McCleave
Jane McCole
Thomas McCormack
Mary McDonald
Jamie McDonald
Tony McGraw
Maureen and Kevin McKeeough
Audellee and Bob McLoughlin
Frank McNichols and Katherine Wester
Susie and Bruce McNulty
Cody McSellers-McCray and Corey McCracy
McShane Construction Company
Leota and Erik Mead
Karen Melchert
Mikva Rosenberg
Charitable Account
Jessica Milburn
Clair and Sharon Miller
Lauren Miller
Graham Miller
Debra Miller
Laura Mishlove
Lisa and Matthew Mitchell
Brian and Jennifer Mitchell
Sarah Miyata
Ann Mokrauer and Daniel Madden
Paula and Seldon Moore
Amy Moriauta
Joan Moulton
Sarah Mozack
Kevin Murphy and Karen Branner
Kathleen Murphy
Mary Murphy
Christine Murray
Catherine Murray
My Friend's Closet
Thrift Shop
Donna Myers and Aaron Lebovitz
Maggie Naden
Jason and Erin Nagelkirk
Dana and Steve Nasralla
National Christian Foundation - Greater Chicago
National Christian Foundation - North Texas
Nancy Neimeier
Cheri Netjes
Network It Easy, Inc.
New Life Community Church
Taynia Nieves
Adam and Kelly Nirenberg
Paul Noble
Maureen Nolan
Stephanie Noland
Northern Trust Company
Northwestern University
David Novak and Leslie Thornton
Barbara Novak
Ami Novorota
Nurture Life
Susanne O'Connell
Kathleen O'Keefe
Oak Park River Forest Community Foundation
Rachel Oasan
Jameson Ohms
Sean Olis and Monica Alvarado de Olis
Victor Onufrieff and Laurel Andrew
OPRF Alumnae Association of Kappa Kappa Gamma
Order of the Eastern Star – Martha
Chapter #6
Lon and Linda Oury
Ingrid Owen
Ozinga Bros., Inc.
Edward and Jodiana Pacer
Shannon Todd Palmer
Phyllis Palmer
Lena Palmer
Caroline and Brad Palmer
Pane e Pesci Fund
Sheryl Papier
Demetrios and Amy Pappageorge
Nick and Joyce Parisi
Mark Parrell
Patrick and Anna M. Cudahy Fund
Joni Paul
Libby Paul
Serena Pav
88 young moms across our programs obtained permanent employment
We provided 45,327 nights of shelter to 64 families
FY19 NEW MOMS BOARD

Robert Demeter, Chair
PRICEWATERHOUSE COOPERS (PWC)

Deborah Gillespie, Vice Chair
DGGB GROUP

Jessica Curran, Treasurer
FIFTH THIRD BANK

Elaine Tarver, Secretary
JUVENILE TEMPORARY DETENTION CENTER

Latoya Tatum Bynoe
TELETRACKING TECHNOLOGIES

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METOPIO

Stephanie Kiesling
NATIONAL RUNAWAY SAFELINE

Edward LaRocco
PSAV

Cody McSellers-McCray
AMITA HEALTH

Kim Moreland
MERIEUX NUTRISCIENTS

Adam Nirenberg
VISION96

Nancy Spencer
HUNTINGTON NATIONAL BANK

Kelly Tanaka
KPMG US

Shannon Wasiolek
GOOGLE

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Amelia Bauer
PWC

Marion Burlak
HONEYWELL UOP

Molly Cheatem Family

Elizabeth Constantine
LINKEDIN

Mindy Dillon
LOYOLA

Jamie Dinverno
LINKEDIN

Anjylla Foster
MUSEUM OF SCIENCE & INDUSTRY CHICAGO

Katie Garner

Jenna Glimp
PRICEWATERHOUSECOOPERS

Siobhan Goree
JOHNS MANVILLE

Dara Gray
ACCESS COMMUNITY HEALTH NETWORK

Marilyn Griffin, MD
RUSH UNIVERSITY MEDICAL CENTER

Amy Hendrickson
GOOGLE, INC.

Jessica Holden
DYSON

Krystin Hovanes Paulis
GOOGLE, INC.

Stephanie Kang
BEAM-SUNTORY

Anna Kucaj
INDEPENDENT CONSULTANT - EDUCATIONAL REFORM

Nikki Lacewell
THE ASCENT CONSULTING

Katie Mack
WOLTERS KLUWER

Neil Maggio
THE SHIRLEY RYAN ABILITY LAB

Kathleen Murphy
92Y

Carey Palmer
NORTHERN TRUST

Allison Patnoe
MCDONALDS

Jason Quiara
JOYCE FOUNDATION

Stephanie Reis
DCS LOGISTICS

Elizabeth Salmonowicz
ILLINOIS NETWORK OF CHARTER SCHOOLS

Katy Shea
GOOGLE, INC.

Colleen Sikorski
PRICEWATERHOUSECOOPERS

Jordan Stellakis Family

Catherine Topolinski
GOOGLE, INC.

Kathleen Vamos
GOOGLE, INC.

Nan Walicki
NORTH ARLINGTON PEDIATRICS

Kenna Welch

Lakecia Whimper
AMERICAN INSTITUTES FOR RESEARCH

Bianca Yarborough
BURRELL COMMUNICATIONS

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