



ANNUAL REPORT



GROWTH AND PROGRESS



An effective two-generation approach has the power to activate resilience in not only parents and children, but also in entire communities.

Dear Friends,

At Room to Grow, our belief in the resilience of parents and children has fueled our work over the last twenty years. We are now channeling this spirit as we take significant strides towards our long-term vision for social change and as we engage with more families than ever before.

Room to Grow families are essential partners and advisors in our work, providing a firsthand perspective on the strengths and challenges within their communities. Therefore, this past year we piloted new ways of engaging parents such as our Parent Partner Fellowship and Parent Advisory Councils.

In the following pages, we are delighted to share with you our progress from this past year, our program's positive outcomes, and stories that will highlight the experiences of Room to Grow families. Without your support, none of these incredible achievements would have been possible. Thank you for your partnership in our shared vision!

Warmly,

A handwritten signature in black ink that reads "Allyson Crawford".

Allyson Crawford
CEO

VISION

One day all parents will have the resources they need to unlock their families' potential and become champions for babies and their community.

MISSION

We offer structured coaching, material goods, and community connections to support parents as they activate their natural strengths and expand their knowledge, so children thrive from the start.

KEY 2018 MILESTONES

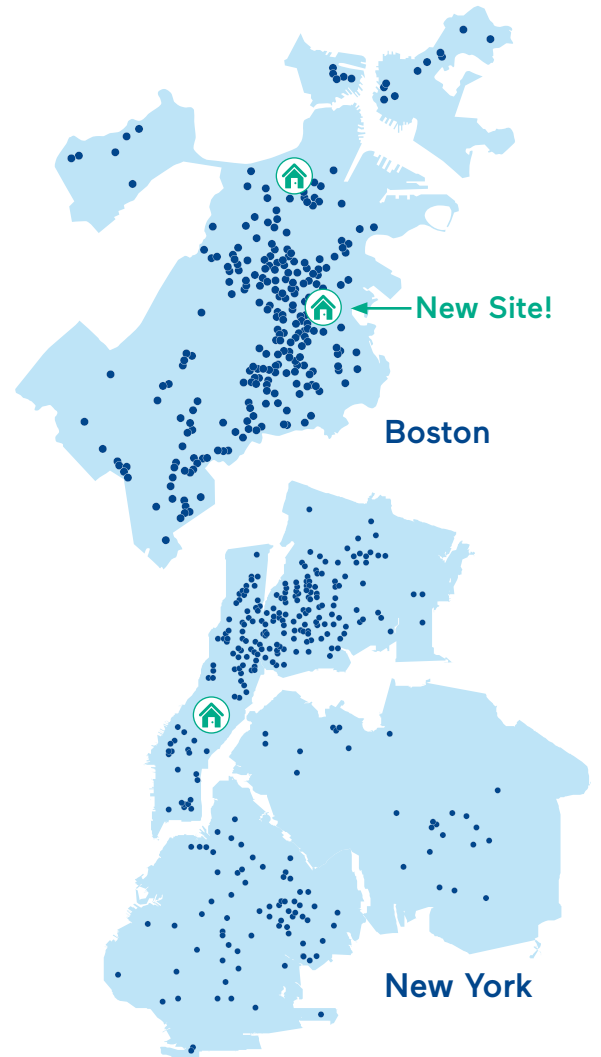
LAUNCHED NEW SITE

Room to Grow launched our first satellite site in Dorchester, Massachusetts in September 2018. This expansion was made possible through a co-location partnership with the Epiphany School, a school for children of low-income families in Boston. This unique partnership has paved the way for more cost-effective program delivery and increased capacity for up to 250 new families.

ENGAGED PARENT GRADUATES

This past year, we launched our Parent Advisory Council in an effort to bring in additional community voices to support and inform our strategic growth plans. The Parent Advisory Council is a group of Room to Grow parent graduates who provide advice and a client voice as we implement our strategic plans, and serve as Room to Grow ambassadors in their communities.

In 2018, we expanded our capacity by 50% and are now partnering with nearly 900 families in New York and Boston.



First New York Parent Advisory Council Meeting



Room to Grow team member Katie Amaro at the grand opening of our first satellite site in Dorchester, MA

“Since graduating Room to Grow, my life has continued to change for the better. I have a stable job, feel financially secure, and have the loving family life that I always wanted.”



IMPACT & OUTCOMES

As a two-generation model, Room to Grow partners with parents to ensure the healthy development of all children. Our program continuously demonstrates positive outcomes for children, parents, and families.

9 out of 10

children are meeting or exceeding their developmental milestones.



94% of parents report that Room to Grow helps them reduce stress, compared to 17% of adults nationally who report receiving any stress management support from a provider.



99%

of parents engage in activities promoting their child's development **3+ times per week** (vs. 60% of peers²).



82%

of parents show high levels of self-efficacy, which is the confidence in one's ability to respond to challenges and opportunities (vs. 60–65% of peers¹).



95%

of families report that Room to Grow helps them achieve their goals as parents.

MEET OUR FAMILIES



We are fortunate to partner with so many inspirational parents and their families. The following stories illustrate the various ways that Room to Grow parents apply the knowledge and skills that they have gained to advocate for themselves, their families, and their communities.



“During those three years of my life, Room to Grow was my family, my everything. Room to Grow gave me the confidence I needed to be a strong woman and a good parent.”

– Wassa, Room to Grow Parent Graduate

Over 20 years ago, Wassa moved from the Ivory Coast to New York to pursue a career in modeling, carrying the hopes and dreams of her entire West African community with her. When she became pregnant without any family nearby for support, she found her way to Room to Grow. Over the course of three years and in partnership with her clinician, Room to Grow Founder Julie Burns, Wassa grew her confidence and her network of resources. She created a life for herself in which she not only supported her daughter, Liz-Desir, but also found a way to establish a career in high-end fashion and give back by providing support to women and girls in her home country who lack access to basic hygiene items. Liz-Desir now attends the State University of New York at Oswego, where she majors in Business Administration, with minors in International Business and Global Studies.

“When I think of my childhood, I don’t remember hardships. I loved the home I grew up in – and it was built with all of the items that were given to our family by Room to Grow.”

– Liz-Desir, Room to Grow Program Graduate



WASSA & LIZ-DESIR



KATHERINE

“Room to Grow helped me feel strong and valued in a whole new way. The determination my parents planted in me years ago had been activated.”

– Katherine, Room to Grow Parent Graduate

After seven years in her previous job, Katherine made the decision to pursue her passion, which meant switching careers in order to work with young people. She was happy in her new job, recently married with a toddler in tow, and had another baby on the way. Things were going in the right direction. However, when her husband suddenly had to return to the Dominican Republic, Katherine worried about how she would manage as a sole caregiver. After weighing her options, she decided to seek out resources and found Room to Grow.

At a time when Katherine’s attention was divided between her newborn, Jacob, and her two-year-old, who had recently been diagnosed with autism, Katherine’s visits to Room to Grow were her precious time to focus on her youngest child. Her clinician coached her through his developmental milestones and provided items like books, clothing, toys, and a brand new stroller. **For three full years, despite outside stressors, Room to Grow helped reinforce the special bond between Katherine and Jacob.**

Today, Jacob is three years old – a happy, cuddly, curious, energetic, and independent little boy who gets along great with his older brother. Katherine is the leader of the Lena Park Community Development Corporation, and proudly uses the skills she learned at Room to Grow to help others in her Boston community.

“Room to Grow didn’t just give me clothing and books for Oliver. Room to Grow gave me peace.”

– Veridiana, Room to Grow Parent Graduate

During her childhood in the South Bronx, Veridiana faced significant adversity. When she decided to start a family of her own, she set out to do everything in her power to ensure her children would have all they needed in life. Asking for resources wherever she went, Veridiana soon found out about Room to Grow from another mother who was in the program, and enrolled right away. She describes brimming with excitement after her first appointment, during which she was able to select a bassinet, among many other baby essentials, and learn how to safely swaddle her baby boy.

Veridiana’s clinician prepared her with all of the baby items and necessary information for her son Oliver’s arrival, and gave her the ongoing support she was looking for so that she could change her life trajectory. Looking back now, Veridiana has a renewed appreciation for her South Bronx community. **She is a joyful mother of two, and one of the founding members of Room to Grow New York’s Parent Advisory Council.** Through her work with the Parent Advisory Council, she has been an integral part of spreading the word about New York’s upcoming expansion to the South Bronx in 2019.



VERIDIANA

2018 HIGHLIGHTS & ENGAGEMENTS

CONVERSATION WITH DEVAL PATRICK

Deval Patrick sent a message of support to open our Spring Breakfast in Boston: “We have to think about how we leave things better for those who come behind us. That is at the root of what Room to Grow is about.”



CEO Allyson Crawford, Deval Patrick (Managing Director at Bain Capital Double Impact and Former Governor of Massachusetts), and Boston Executive Director Emily York McConarty

IN THE SPOTLIGHT

In November 2018, Room to Grow participated in Early Futures, a first-of-its-kind event focused on innovation and impact in the early childhood development field. Room to Grow was one of 200 influential organizations selected to present at the conference.



CEO Allyson Crawford pitching Room to Grow live on stage at eBay's corporate campus in San Jose, California

DISCUSSING THE FUTURE OF IMPACT INVESTING

At our annual Power Breakfast in New York, expert panelists discussed how we can effectively harness our individual finances, social networks, and businesses to achieve community-level impact.



Power Breakfast Moderator Diane Macedo (ABC News), with panelists Rachel Gerrol (NEXUS), and Rick Rieder (BlackRock)

GROWING PARTNERSHIPS

Room to Grow, UPPAbaby, and Happy Family Brands partnered together on a social media campaign to highlight the importance of providing quality baby essentials to all families. Check out the hashtag #UPPAbabyGivesBack to see more!



Room to Grow Ambassador Renee Morrison (front, left with son Revel) with UPPAbaby and Happy Family Brands team members

20TH ANNIVERSARY CELEBRATION

Room to Grow celebrated its 20th anniversary in New York at our Annual Benefit at Chelsea Piers, where guests heard remarks from one of Room to Grow's first parent graduates, Cady Wassa Traore, her 20-year-old daughter Liz-Desir, as well as Room to Grow Founder Julie Burns.



Room to Grow Founding Board Member Uma Thurman, Parent Graduate Cady Wassa Traore and Daughter Liz-Desir Seri, and Room to Grow Founder Julie Burns

FLASHBACK TO THE '80S

At our Boston Benefit this past fall, over 350 Room to Grow supporters dressed in their '80s best and danced the night away.



Room to Grow Boston supporters



Room to Grow In the News

The New York Times

"Baby Antonio: 5 Pounds, 12 Ounces and Homeless From Birth"

by Nikita Stewart • bit.ly/rtg-article1

When discussing New York's infant homeless population, Room to Grow CEO Allyson Crawford asked, "Pop quiz. At what age are you most likely to be homeless? The answer is 1."

The Boston Globe

"How to raise a kind kid"

by Mariya Greeley • bit.ly/rtg-article2

The Elwy family frequently volunteers at Room to Grow. "It's not what most people would think of as a family activity," Rani Elwy says, "but it's truly what works for us." Empathizing with others, they found, brought them closer as a family.

"Where can you donate clothes in the Boston area so they'll do the most good?"

by Abigail Freeman • bit.ly/rtg-article3

This article highlighted the importance of what happens after you donate: "Donating the clothing directly to families through organizations like Room to Grow circulates the same goods twice or more over in the community."

GET INVOLVED

GIVE BACK AS A FAMILY

From family volunteer days at the Room to Grow office, to coordinating a kid-friendly service project at home, there is always a way for even the youngest family member to participate.



Princeton Alumni and their children volunteering at Room to Grow

HOST A COLLECTION DRIVE

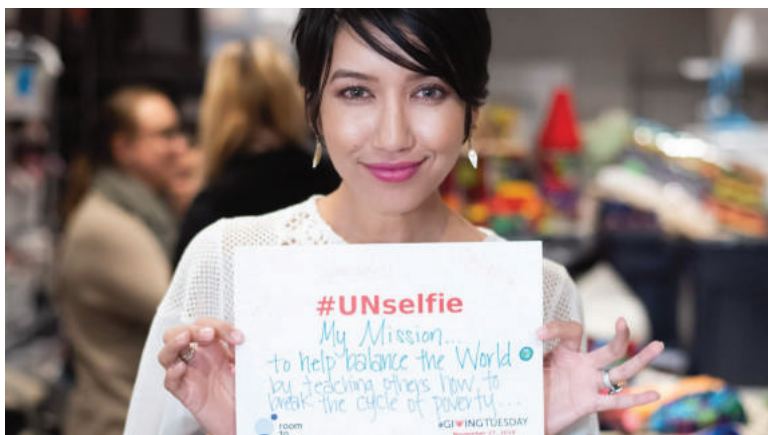
It is quick and easy to organize a collection drive at your office, school, or with friends. Just check out the success that the community organization *Muslim Volunteers for New York* had. They collected 323 pajamas and 223 books!



Items collected from the Muslim Volunteers for New York collection drive

ACTIVATE YOUR SOCIAL MEDIA

Every year on #GivingTuesday, we lead an #unselfie social media campaign. Room to Grow Ambassador Renee Morrison shared her reasons for getting involved: "To help balance the world by teaching others how to break the cycle of poverty."



Room to Grow Ambassador Renee Morrison



110,000
baby items
donated over
the course of
the year.

4,723
volunteers
contributed
11,415
hours

to keep our New
York and Boston
Baby Boutiques
up and running.





Liberty Mutual volunteers during their annual day of service

INVOLVE YOUR COMPANY

In 2018, Liberty Mutual employees in Boston participated in three volunteer days, and personally contributed and matched their donations through *Give with Liberty*.



New York Young Professionals Council, Junior Ambassadors, and friends

ORGANIZE A FUNDRAISER

The Junior Ambassadors and Young Professionals Council in New York came together to participate in Room to Grow's first-ever 5K Race, raising over \$35,000 and marking the start of a new annual event.

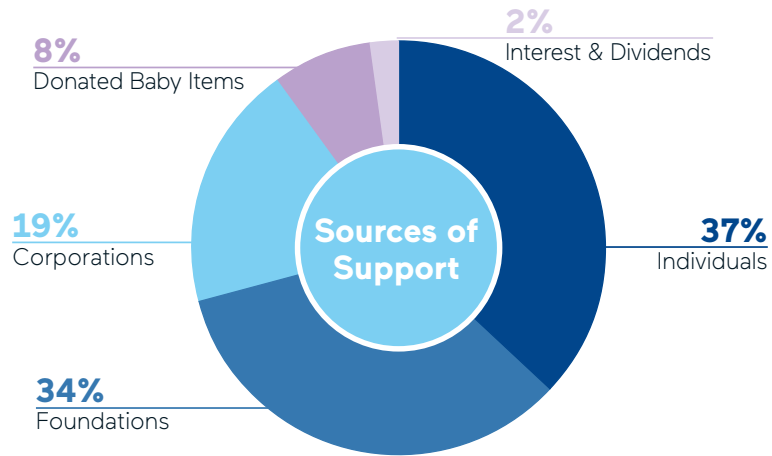
“As one of five children born to a low-income, immigrant family, I know firsthand the challenges that come with limited resources. All five of us are succeeding as adults because we had the support we needed from the start, and it’s my personal mission to give that same opportunity to children and families today.”

– Galina Fendikevich, New York Young Professionals Council Co-Chair

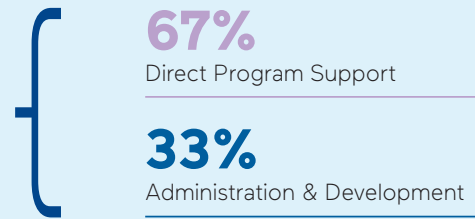


WANT TO LEARN MORE ABOUT WAYS TO GET INVOLVED?
Email us at infony@roomtogrow.org or infoboston@roomtogrow.org

DIVERSIFIED SOURCES OF REVENUE



OPERATING COSTS
\$3.53M



The financial information shown above is derived from Room to Grow's 2018 audited financial statements.

CORPORATE & FOUNDATION PARTNERS*

Many thanks to the following partners for making a profound impact in our community.

- 360PR+
- The Abacus Foundation for the Arts and Sciences
- A.C. Ratschesky Foundation
- The Acorn Foundation
- Amundi Pioneer Asset Management
- athenahealth
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- Robert Wood Johnson Foundation
- Rodney L. White Foundation
- The Ruggles Family Foundation
- The Sally Foss and James Scott Hill Foundation
- The Select Equity Group Foundation
- SheGives
- The Stackpole-Hall Foundation
- STAG Industrial, Inc.
- Susquehanna International Group
- The Swoondle Society
- TD Securities
- Theda and Tamblin Clark Smith Family Foundation, Inc.
- The TJX Companies, Inc.
- UPPAbaby
- Viking Global Foundation Inc.
- Wilmington Trust, N.A., an M&T Bank Affiliate

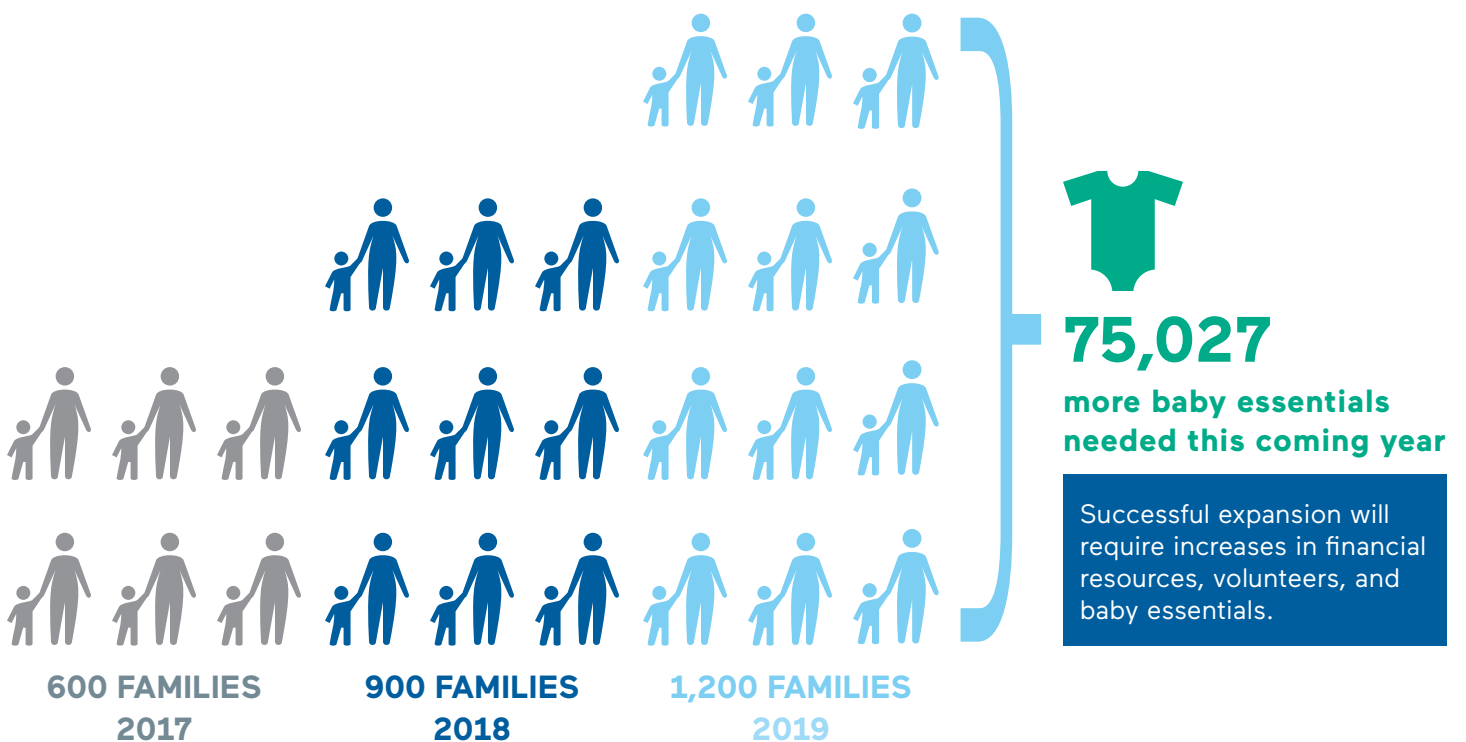
In addition to our corporate and foundation partners, we thank our individual supporters who generously contribute their time, expertise, and resources.

*Annual contribution of \$5,000+

LOOKING AHEAD

PROJECTED GROWTH

Through our **sustainable, cost-effective model**, we hope to successfully scale our unique and critical program in order to partner with more families across New York and Boston.



Support Our Growth

Donate new or gently used baby items

Organize a collection drive for baby essentials

Give online or send a check

Match your donation through your company

Pledge a multi-year commitment

Volunteer with friends or coworkers



2018 LEADERSHIP

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Emily York McConarty, *Executive Director, Boston*

Founder

Julie Burns, CSW




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