



**LITTLE**  
**ESSENTIALS**

# ANNUAL REPORT 2021

CELEBRATING 10 YEARS OF SERVICE



# HIGHLIGHTS

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Thanks to your continued support, 2021 marked 10 years of Little Essentials' service to NYC children and families in need! Our organization has grown from our Founder and President, Sandie Trombert's, living room to an established entity that, together with our partners and with the support of our sponsors, has **served 49,838 children living in poverty.**

We were able to reach this level of service in 2021 because of the Brooklyn Communities of Color, Robin Hood Foundation, Power of Two, Babs and Bill Lowenstein, the Steve Nash Foundation, Youth Friends Association, the Lowenstein Hanan Charitable Fund and the Monarch Foundation. Because of the support of our donor community, we **surpassed our \$100k year end fundraising goal** by \$28,286!

Little Essentials has experienced tremendous growth this year, from moving to a new home to hiring an outstanding new executive director to reaching major service milestones – all to the benefit of the families we serve.

We are happy to share some highlights from 2021:



Executive Director Courtney Crawford M.Ed with Repair the World (left) and at the Sistahood of Birthworkers Community Baby Shower (right)

# 2021

# HIGHLIGHTS

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- In March, we hired a **new Executive Director, Courtney N. Crawford M.Ed.** With over 18 years of experience working with families as an education advocate and school leader, she brings a wealth of knowledge about education, volunteerism, community organizing and social-emotional learning to the role. Ms. Crawford's foundation in education has fueled her passion to bring Little Essential's education workshops to families in all five boroughs.

One of Ms. Crawford's first initiatives was launching **The Three E's**, principles that will guide us for the next ten years. They include:

**EMPOWERING** the community by providing essential children's supplies to lessen the stress that comes with living in poverty.

**EDUCATING** families by providing tools and resources to strengthen parenting and individual skills.

**ELIMINATING** poverty by supporting families and financially compensating parents as Little Essentials' employees.



Three E's mural in progress at the LE warehouse, donated by Scribble Art Workshop

# 2021



# HIGHLIGHTS

- We launched our educational workshops in 2013 offering infant and maternal health education through our partnership with Tribeca Pediatrics. This year, we added **six additional workshop subjects** to our programming, offered in Spanish and English, and **hosted 10 workshops**.

Our weekly in-person and virtual workshops are **led by volunteer educators** that include a Tribeca Pediatrics doctor, a Legal Aid attorney, a certified SPED coordinator and an instructional GED coach. By keeping our class sizes under 12, our educators ensure a safe and welcoming environment for learning.

To launch these new workshops, our team **connected with over 200 public and charter schools and organizations working with underserved families**. We also provided in-person outreach at community events with District 36 City Council Member Robert E. Cornegy and The Farragut Houses near the Brooklyn Navy Yard.



GED Prep at Recovery House of Worship



Workshop Flyer

# 2021



# HIGHLIGHTS

- In February, we **moved to a 2500 sq. ft. warehouse in the Brooklyn Navy Yard**, which could not have happened without the financial support of our partner, Power of Two. Our new home has been responsible for much of our service growth this year, as more space means that we can accept more donations, host more volunteers and ultimately serve even more NYC children in need.



Little Essentials Warehouse in the Brooklyn Navy Yard

- Thanks to **767 volunteers who provided 2879 hours of service** we saw a 25% increase in volunteers from 2020. Volunteers are the heart of Little Essentials and were responsible for filling over 260 orders. We welcomed help from 21 volunteer groups, including The Brooklyn Nets, Repair the World, JetSetGo, Salesforce and Facebook, thanks to a larger warehouse space where we could ensure social distancing and other safety measures.



JetSetGo Volunteers during National Diaper Need Awareness Week



Volunteers from The Steve Nash Foundation and the Brooklyn Nets

# 2021

# HIGHLIGHTS

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- In response to increased donations and need from families, we established our new triannual **Bundle-a-thons**. At these events, volunteers helped prepare bundles of clothing for infants and toddlers, resulting in a total of **1880 clothing bundles**.



Three of our Bundle-a-thons

- To help us manage our increased service, we hired Director of Operations, Chloe Muller, as well as Operations Associate and former LE intern, Brianna Garcia. These staff additions and our larger warehouse have allowed us to increase program capacity and have a greater impact on the families we serve.



Chloe Muller,  
Director of Operations



Brianna Garcia,  
Operations Associate

2021



# HIGHLIGHTS

- This year we maintained **28 community partners** and provided service to **17 emergency partners**. Our emergency partner program started as a response to the increased need created by the pandemic and allowed us to provide **424 emergency orders**: a 40% increase from 2020.
- 1 in 3 families in the US struggles to provide enough diapers to keep their child clean and healthy. To date Little Essentials has provided **865,632 diapers** and in 2021, we distributed **230,684 diapers** thanks to donations from Baby2Baby, the National Diaper Bank Network and HealthyBaby.



Baby2Baby Donation



LE Partners Picking Up Orders

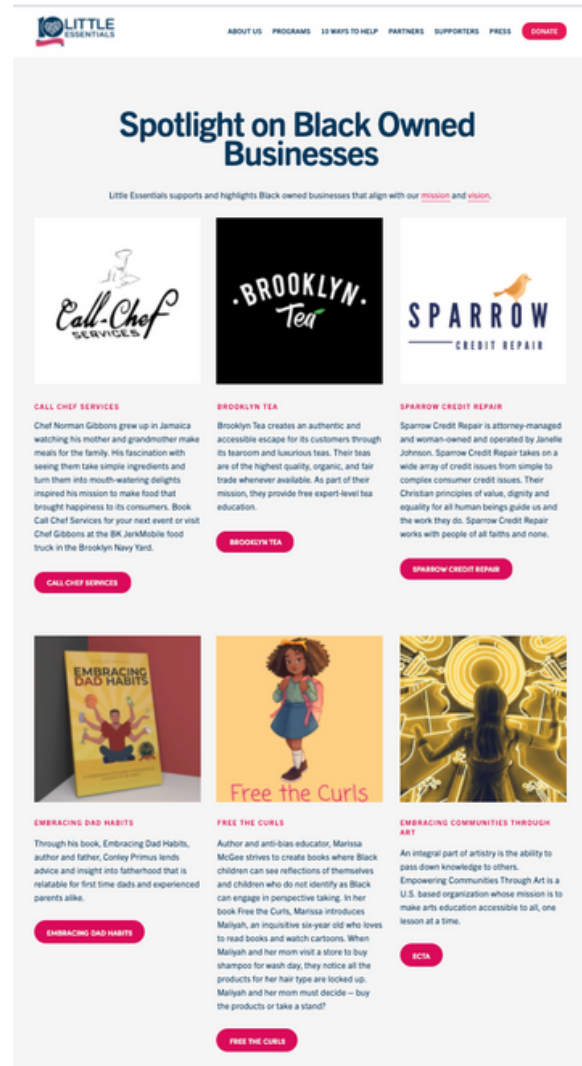


# 2021



# HIGHLIGHTS

- We established our **support of Black-owned businesses** in our community, by featuring them on our website and highlighting their work through our social media channels. These businesses include Sparrow Credit Consulting, Brooklyn Tea, Becoming Beauty, Free the Curls, Embracing Communities Through Art (ECTA) and Call Chef Services.
- In December, we launched our first annual **Winter Mother's Makeover event** with Black-owned salon Becoming Beauty. Three deserving mothers from our partner agencies were treated to hairstyling, nail service and massages.



LE Website Spotlight on Black-Owned Businesses

Clockwise from top left: Becoming Beauty team, Winter Mother's Makeover recipient, Chef Norman of Call Chef Services, Jamila McGill of Brooklyn Tea and Courtney Crawford M.Ed

# 2021

# HIGHLIGHTS

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- We ended 2021 with a special **appearance on The Today Show**! For the segment, we invited 20 children and parents to our warehouse, where NBC surprised them on live tv with new toys from Mattel and Fisher Price. It was an honor to have our work recognized and to have the opportunity to spread the word about the needs of the families we serve.



Founder and President Sandie Trombert and ED Courtney Crawford M.Ed with NBC reporter, live from TODAY, children pick out toys from the surprise giveaway

With our new executive director, additional staff, more community partners, increased financial support, product donations, and our partnership with Power of Two, we are poised to serve even more low-income children in 2022.

We are grateful for your support in 2021 and hope you will continue to help New York City's most vulnerable children next year. The need for our services remains high -- almost a quarter of children in New York City live in poverty.

With gratitude,

Courtney Crawford M.Ed, Executive Director

Chloe Muller, Director of Operations

Alex Konen, Manager of Community Engagement and Communications

Brianna Garcia, Operations Associate

# 2021



# AT A GLANCE



From left: LE Logo Merch, attending the Tamron Hall Show, volunteer/donor Cara with her newborn



From left: One of our youngest donors visiting the warehouse, outreach at the Assembly Member Zinerman's community baby shower, diaper giveaway with HealthyBaby and the Brooklyn Navy Yard



From left: LE's oldest partner NYPD Clergy Taskforce picking up an order, a family visiting our table at the BNY Open House event, Families attending the TODAY Show toy giveaway and taping

# 2021



# OUR IMPACT

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Since our founding, Little Essentials



To date, Little Essentials has distributed:

**865,632** Diapers

**3,346** Strollers

**3,080** Pack 'n Plays,  
Bassinets

**936** Car Seats

"I was in a hard place in my life. [Power of Two and Little Essentials] helped us in ways I can't explain. They are our angels. They help me heal and by doing so, I was able to love and understand my child's needs more deeply. We are grateful to God for sending people with a heart for what they do. Thank you from the bottom of my heart for putting a smile in my heart and on my child's face."

- Power of Two Parent

2021

# OUR IMPACT

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## 2021 in numbers:

**5,670** New York City children helped in 2021

**\$226,234** worth of essential items distributed to families in need.

**230,684** diapers distributed to keep babies clean and healthy

**142** families received car seats, strollers and safe sleep solutions.

“I love coming to Little Essentials... When I come into the warehouse, I see nothing but love [and] encouragement to have me continue to come here to get things to serve [families]... We appreciate your kindness and your giving. When you help people the way you do, good things come back to you.”

- Bishop Billips, Faith Hope and Charity Church



# 2021

# OUR IMPACT

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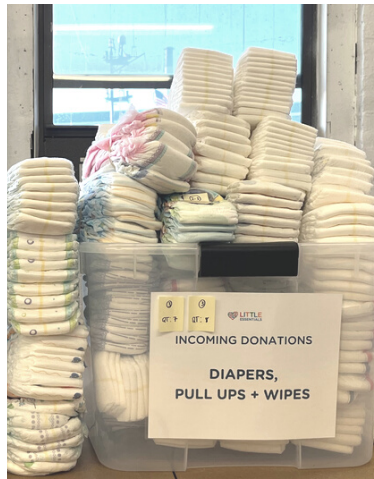
Our donation program has a significant positive impact on the environment, reducing waste by reusing clothing and gear and providing items to families instead of sending them to landfills. Items we cannot use are recycled or sent to other agencies like donateNYC.

**51,410** pounds of materials distributed in NYC in 2021

**46** donation drives, with recurring drives at Parachute Brooklyn, TransRe and Tribeca Pediatrics.

**35,510** items of clothing and gear were recycled in 2021

**132.39** metric tons of CO2 emissions conserved through our distribution of second-hand materials



# 2021



# COMMUNITY PARTNERS

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28

Community  
Partners



17

Emergency  
Partners



One of three Proactive Covid Safety Meetings with Partners

710 orders fulfilled

424 emergency orders

10 educational workshops

5 community giveaway events

“Joining the workshops with Little Essentials not only gave me great information on how to understand my child... and the development and milestones that they experience, but it was [important] to me as a new parent because things can be hard and overwhelming sometimes... This program provides a safe and welcoming place to be able to express concerns... I love the workshops and the people I work with because they try their best to make sure our needs are met. Thank you.”

- Repeat Workshop Attendee and GEMS Parent

2021

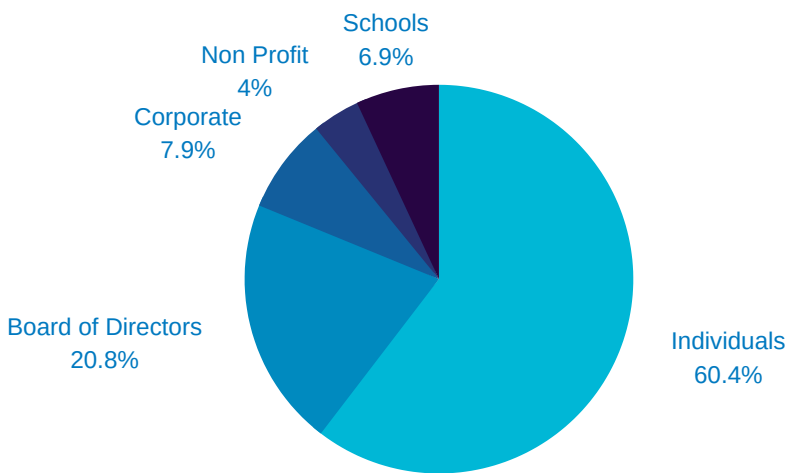
# VOLUNTEERS

Volunteers are the heart of our organization.

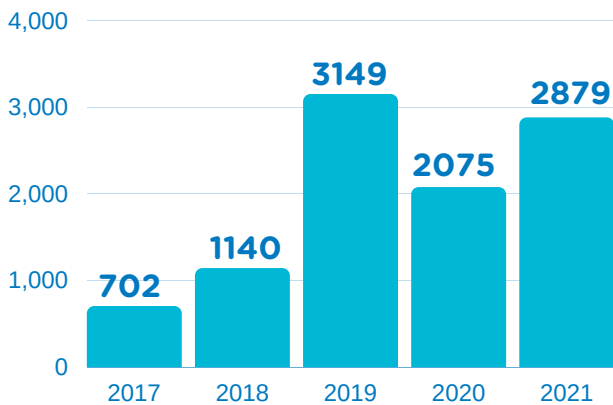


**767** people volunteered in our warehouse

## Volunteers Hours by Category



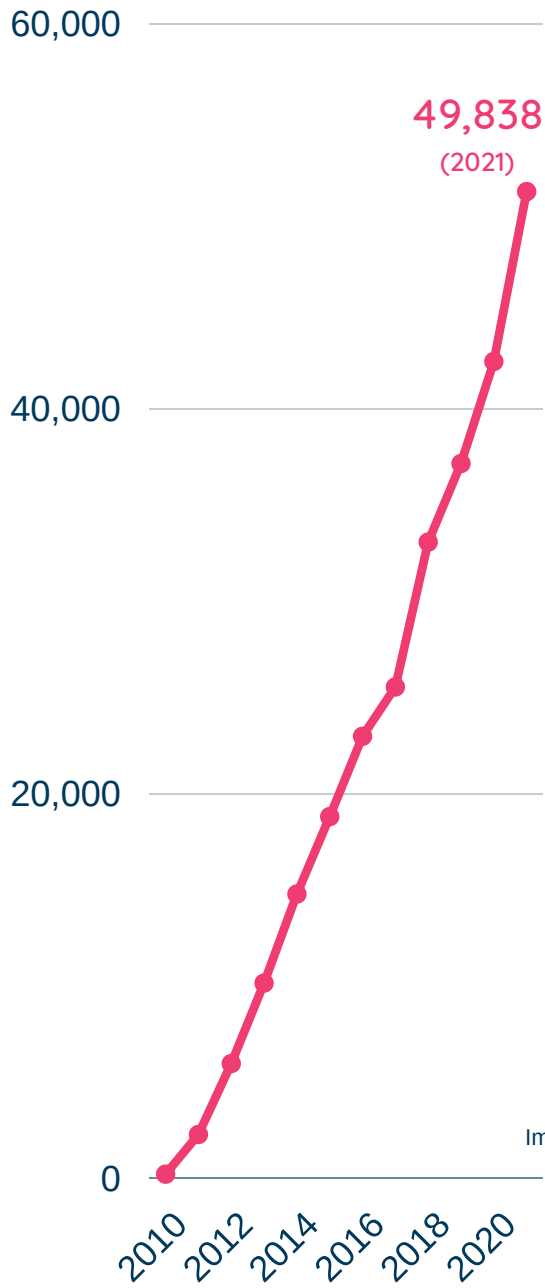
## Volunteer Hours YTY



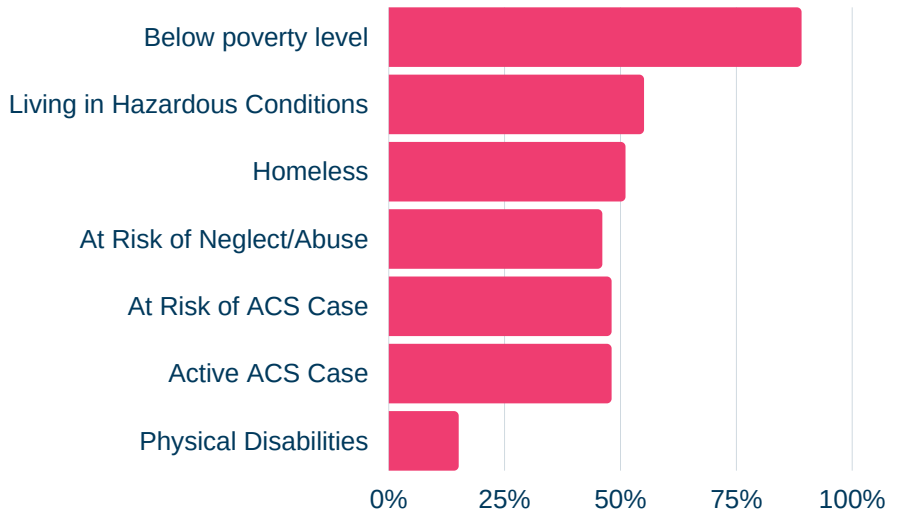
# 2021

# POPULATION SERVED

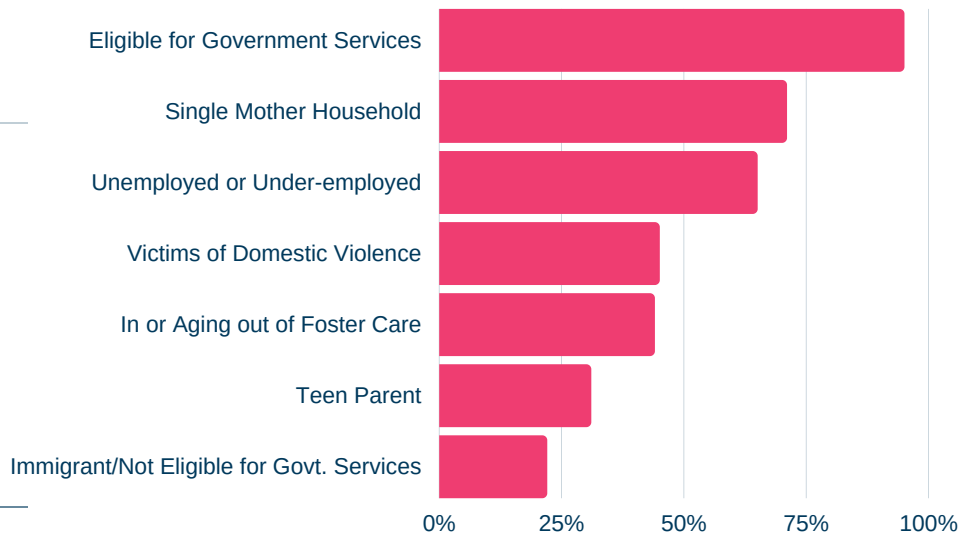
## Children Served YTY



## Population Served: Children



## Population Served: Families



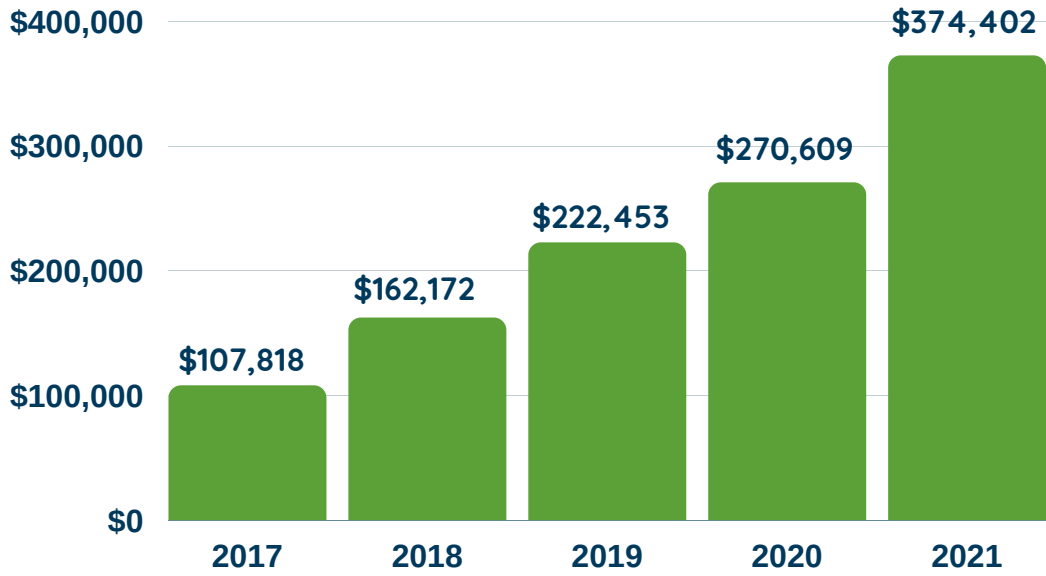
2021



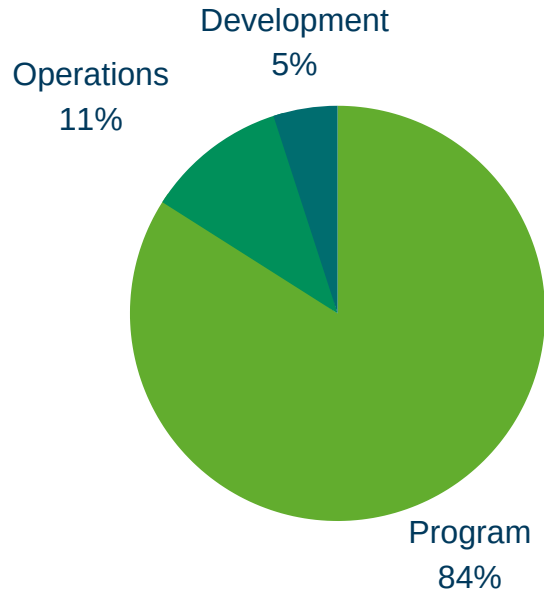
# FINANCIALS

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## Financial Revenue YTY



## Expenses 2021



2021

# THANK YOU TO OUR MAJOR DONORS

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## PLATINUM

Brooklyn Communities of Color  
Robin Hood Foundation  
Power of Two  
Babs and Bill Lowenstein  
Steve Nash Foundation  
Youth Friends Association  
Carrie Denning  
Gayle Rife  
Juliet Moser  
Leon Goldstein  
Lowenstein Hanan Charitable Fund  
Rite Aid Foundation  
The Monarch Foundation

## GOLD

Michael Lazar  
Zach Bronstein  
The Stephen Colbert Americone Dream Fund  
Liz Mandarano  
Benevity  
Atkins Family Foundation  
Cameron Amstater  
Charlotte Wessell  
Greystone Company  
Leon Goldstein  
Venable Foundation LLP  
Sherwin Rubin

2021



# THANK YOU TO OUR MAJOR DONORS

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## SILVER

GAP Foundation  
Facebook Contributions  
Brownstone Family Foundation  
Henry Niles Foundation  
J. Ezra and Lauren Merkin  
Mary Madoule  
Robert and Joan Dircks Foundations  
TransRe  
Anders Lofgren  
Timothy Messler  
Jason Farkas  
Kara Levy  
Kirkland and Ellis LLP  
Emmanuel Baptist Church  
Sophia Han  
Amazon Smile  
Peiling and Evan Junek  
Rachel White  
Fried Frank Harris Shriver & Jacobson LLP  
Bejal Shah  
Andrea Berne  
Yang Kenney Giving Fund  
Eva Kalis  
Gramercy Gift Guide  
Joseph Lowry  
Linda Payson

2021

# OUR TEAM

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## BOARD OF DIRECTORS

Sandie Trombert, Founder, President and Treasurer

Rachel White, Board Chair

Shari Suchoff, Secretary

Bejal Shah, Communications Chair

Rachel Figurasmith, Board Member

Andrea Berne, Board Member

## STAFF

Courtney Crawford M.Ed, Executive Director

Chloe Muller, Director of Operations

Alexandra Konen, Manager of Community Engagement  
and Communications

Brianna Garcia, Operations Associate

## CONSULTANTS

Jill Levey, Development Manager

Anita Ingram B.S.Ed M.Ed, GED Prep Educator

Stu Sherman, Legal Aid Attorney, Know Your Rights Educator

Janelle Johnson, Attorney, Financial Literacy Educator

Jasmin Morillo, Certified SPED Coordinator, Early Reader Literacy and  
Support for Success

2021



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



**LITTLE**  
ESSENTIALS

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