



LITTLE
ESSENTIALS

ANNUAL REPORT 2020

A YEAR OF PERSEVERANCE



HIGHLIGHTS

Thank you for your support in 2020. It was an incredibly challenging year, especially for New Yorkers living in poverty, but we were able to help families during their greatest moment of need thanks to 731 individual donors and grants received from The Monarch Foundation, KKR, The Rite Aid Foundation, Youth's Friends Association, Brooklyn Community Foundation, Lowenstein Hanan Charitable Foundation, Baby2Baby National Network and the Daniels and Chung Family Fund.

In 2020, we served 5,334 children, meeting many emergency needs. Since our founding, Little Essentials has helped 42,461 children living in poverty across New York City!

I am happy to share some highlights from 2020:

- We found news ways to help families during the pandemic when many of our community partners halted operations, including filling orders for families directly. We hired couriers to bring items directly to families' homes and arranged pick-ups at safe, outdoor locations near our warehouse, and at the offices of elected city officials across NYC.



2020

HIGHLIGHTS

- We increased the number of community partners that place orders for donations for their clients from **24 to 28**, enabling us to serve more low-income families. We welcomed four new partners: BBCC-Advocacy Resource Center, Legal Aid Immigration Unit, Trinity Commons and Healthy Start Brooklyn.
- We provided assistance during the pandemic to **18 emergency partners** to help NYC families during this challenging time, filling **302 emergency orders: a 74% increase** from 2019.
- We distributed a record breaking **216,634 diapers** in 2020 (35% more than in 2019). Diapers were generously donated by Baby2Baby, The National Diaper Bank, as well as collected at drives held at local establishments.



2020

HIGHLIGHTS

- Little Essentials held six virtual educational workshops on financial literacy, toddler care, baby care and feeding through our partners Nido de Esperanza, Caribbean Women's Health Association, The Alex House Project, GEMS, and CASA.



- Little Essentials' Board of Directors adopted an organizational Vision Statement:
Little Essentials strives to close the inequality gap for families suffering from poverty and seeks to raise awareness of the systems of racism and white supremacy that have led to that poverty. Through educational workshops and giving, we hope to focus on racial equity and inclusion, fostering empowerment from within our communities.

2020

HIGHLIGHTS

- We always say that our volunteers are the heart of the organization. In 2020, with corporate volunteer groups halted, we are especially grateful to our **402 individual volunteers** who dedicated time to sort, clean, bundle and transport urgently needed items to NYC families during the pandemic. We could not have done it without you.



We are grateful for your support in 2020 and hope you will continue to help New York City families in 2021. The need for our services remains high - one in three children in New York City lives in poverty.

With gratitude,

Sandie Trombert
Founder/President

2020

OUR IMPACT

Since our founding, Little Essentials



To date, Little Essentials has distributed:

444,886 Diapers

3,284 Strollers

3,058 Pack 'n Plays,
Bassinets

923 Car Seats

“Due to the pandemic and having to be home to care for four children, our client has not been able to obtain diapers, wipes and other necessities for her children and felt helpless until she received assistance from Little Essentials.” - Legal Aid Immigration Unit.

2020

OUR IMPACT

2020 in numbers:

5,334 New York City children helped in 2020

\$279,791 worth of basic supplies distributed to families in need.

216,634 diapers distributed to keep babies clean and healthy, 35% more than in 2019!

513 families received car seats, strollers and safe sleep solutions.

“Little Essentials has helped change the lives of so many families at Coney Island Hospital. Through their donations, so many families were afforded the opportunity to stop worrying about how they would purchase diapers.” - Coney Island Hospital.



2020

OUR IMPACT

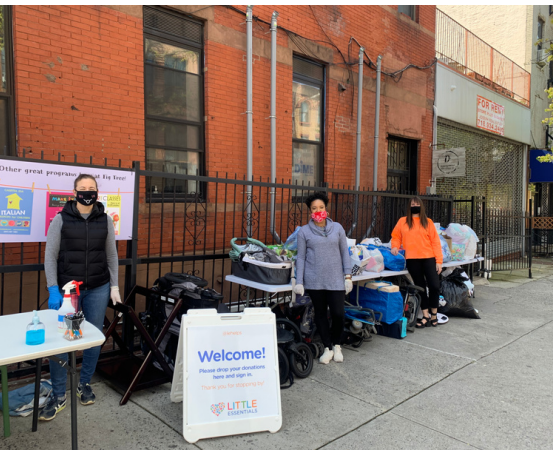
Our donation program has a significant positive impact on the environment, reducing waste by reusing clothing and gear and providing items to families instead of sending them to landfills. Items we cannot use are recycled or sent to other agencies like donateNYC.

34,665 pounds of materials distributed in NYC in 2020

54 donation drives, with recurring drives at Parachute Brooklyn, The Fig Tree Program, TransRe and Tribeca Pediatrics.

21, 296 items of clothing and gear were recycled in 2020

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



2020

COMMUNITY PARTNERS

24 → 28

Growth of our
community
partnerships in 2020



Expanded services
to children living in the
Staten Island



Connecting with our partners at our annual Partner Summit, held virtually in October

744 orders fulfilled

302 emergency orders

46 orders delivered

6 educational workshops

5 community giveaway events

“Little Essentials provides my parenting clients, who are under 21 and in foster care, an increased sense of confidence and independence. Not being able to obtain the basic necessities for your child can be demoralizing. And for young, first time parents who are told no or questioned by so many adults in their lives, receiving help is life changing.” - Legal Aid Society.

2020

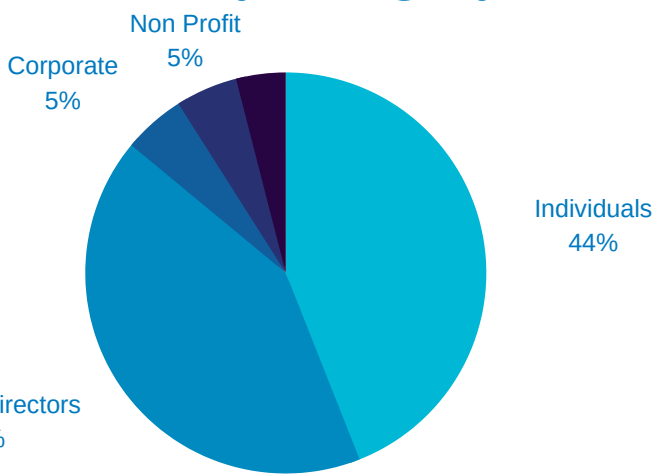
VOLUNTEERS

Volunteers are the heart of our organization.

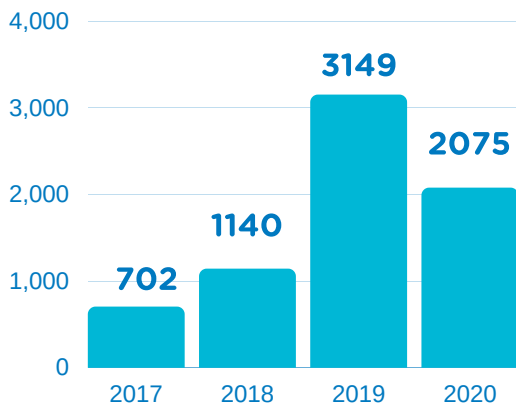


576 people volunteered in our warehouse

Volunteers by Category



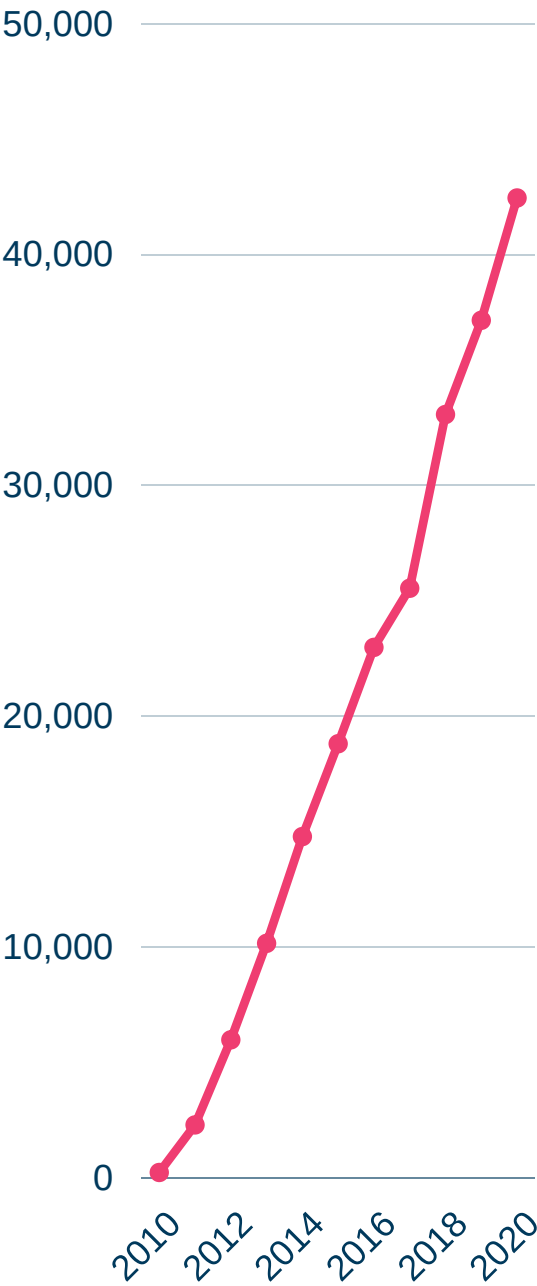
Volunteer Hours YTY



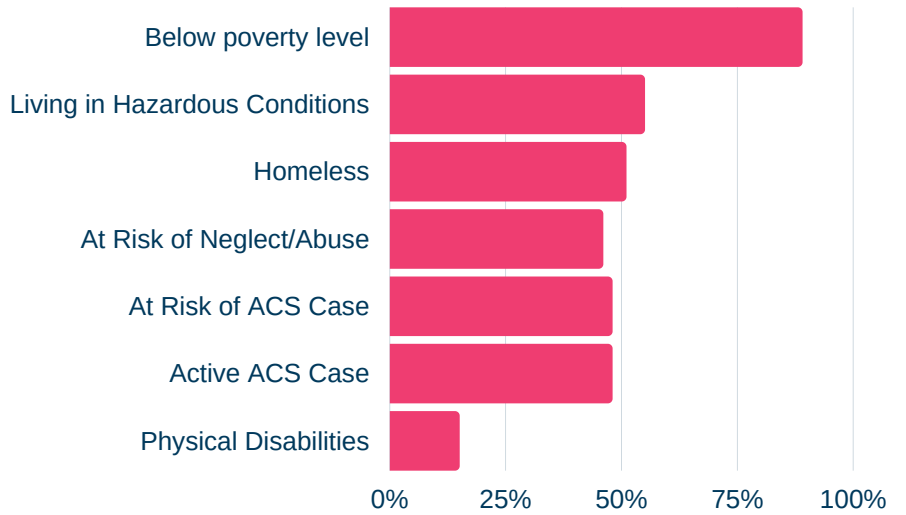
2020

POPULATION SERVED

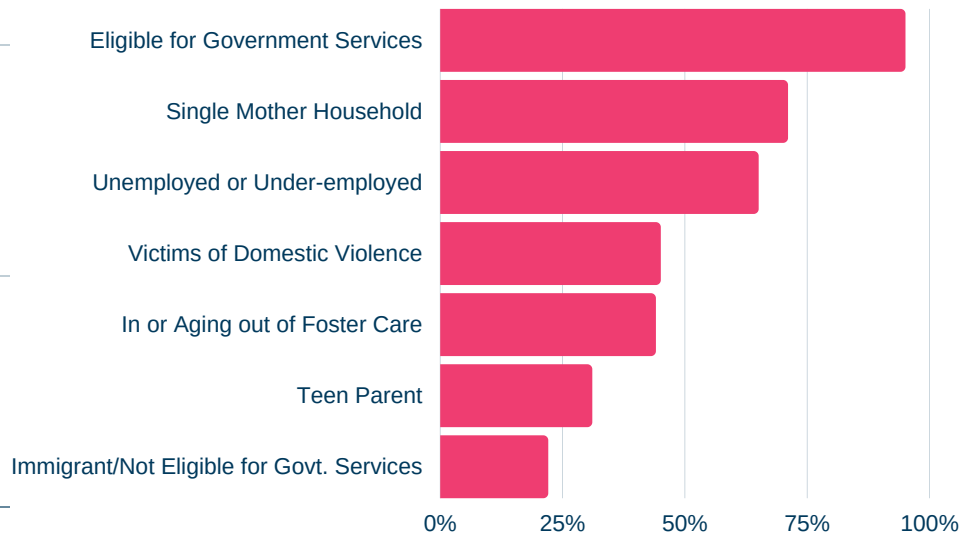
Children Served YTY



Population Served: Children



Population Served: Families



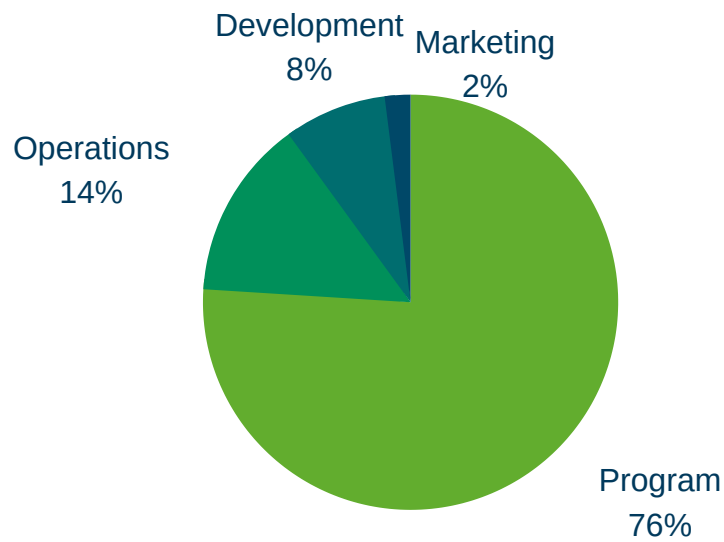
2020

FINANCIALS

Financial Revenue YTY



Expenses 2020



2020

THANK YOU TO OUR MAJOR DONORS

PLATINUM

KKR
Monarch Foundation
The Rite Aid Foundation
Youth's Friends Association
Brooklyn Community Foundation
Lowenstein Hanan Charitable Foundation
Baby2Baby National Network
Daniels and Chung Family Fund

GOLD

Reiko Waisglass and Fedor Panov
Council Member Steven Levin, NYC Discretionary Funding
Vanessa Hradsky and John Atkins / Atkins Foundation
Jeremy Miller and Terese Cunningham
Flora Family Foundation
Leon Goldsten
The Stephen Colbert Americone Dream Fund of Coastal Community Foundation

SILVER

Andrew Podell
Liz Mandarano
Lisa Schwartz
Cut Pollock
Henry E. Niles Foundation
Adriana Tredanari
Dana Delger
Bryan Richman

2020

OUR TEAM

BOARD OF DIRECTORS

Sandie Trombert, Founder & President

Rachel White, Board Chair

Bejal Shah, Secretary

Reiko Waisglass, Treasurer

Andrea Berne, Board Member

STAFF

Courtney Crawford, Executive Director

Tempress Brown, Warehouse Coordinator

Alexandra Konen, Volunteer Coordinator

CONSULTANTS

Jill Levey, Development Manager

2020



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
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