



win 2019-2020
ANNUAL REPORT

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WIN IN REVIEW

For more than three decades, Win has provided safe housing, critical services, and innovative programs to help homeless women and their children rebuild their lives. Our greatest measure of success, though, is the number of families who move to permanent housing and break the cycle of homelessness.

In the last fiscal year, we helped over 710 families transition out of shelter and into homes of their own.

Win's programs are aimed at getting our moms and families on a path to independence. We achieve this goal by offering services such as our Income Building Program, which provides the training and support our clients need to build financial security for their families.

WIN BY THE NUMBERS

Win served nearly
10,000
homeless people including
more than **5,400** children.

Win helped just over
710 families
transition out of shelter
into homes of their own.

9 out of **10**
of our homeless
families are led by
women.

In total, Win houses over
4,600
people each night,
including more than
2,700 children.

LETTER FROM OUR PRESIDENT & CEO

Dear Friends,

As we celebrate the beginning of a new decade, we reflect on the critical progress Win has made and look ahead to leading the fight to end homelessness in New York City. Our mission at Win is to provide families with the resources they need to achieve independence and break the cycle of homelessness permanently. And thanks to the tireless dedication of our staff and community partners, we've made this a reality year after year.

In 2019 alone, Win served nearly **10,000** people— including more than **5,400** children—and helped more than 700 families transition out of shelter and into homes of their own. In addition, more than **1,800** volunteers gave their personal time to help families in need. Camp Win also enjoyed another impactful year, sending our kids on over 250 STEAM-based field trips to learn, grow, and play at institutions like the New York Botanical Garden and the Museum of Natural History.

Last year saw several milestones for our Income Building Program: our first cohort of moms graduated from The Francine A. LeFrak Foundation Computer Training Program in Harlem, we opened the brand new PepsiCo job resource center in the Bronx, and held a first-of-its-kind job fair for homeless families in partnership with the New York State Department of Labor. We're incredibly proud of the unprecedented work being done to provide our moms with the skills and job training they need to thrive. But our accomplishments don't stop there.

We've also made impressive strides to expand our reach to all five boroughs, reshape the citywide conversation around homelessness, and advocate for solutions to housing instability across New York. For the upcoming decade, Win will continue to serve as a leader in helping women and families in need. We look forward to opening new shelters in Brooklyn that will provide stability to hundreds of women and their children.

It's been an exciting and transformative decade at Win, and I would like to thank our brilliant and passionate staff for making what we do possible. Because of your continued support and dedication in helping us end homelessness, we are able to transform lives every single day. I look forward to all we will accomplish together this year.

Sincerely,

CHRISTINE QUINN

CEO & PRESIDENT OF WIN

LETTER FROM OUR BOARD CHAIR

As Win enters a new decade, we're heartened by the incredible strides that we continue to make for homeless families, but mindful of the challenges ahead. Through the vision and dedication of President and CEO Christine Quinn, Win will continue to be the leader in helping women and families to break the cycle of homelessness.

A lot has changed since 2010, when our city struggled through the depths of the financial crisis and unemployment skyrocketed. During New York City's uneven recovery, hundreds of thousands of families faced eviction as more and more neighborhoods became unaffordable. Since then, the number of New Yorkers living in shelter is up 50 percent. Tonight, nearly **60,000** people will sleep in New York City homeless shelters—**21,000** of whom are children. In the past year, more than **114,000** NYC children were homeless at some point during the school year.

But an important change has been the growing recognition—driven by Win's advocacy – that families with children are at the center of New York City's homelessness crisis. The annual *Forgotten Faces of Homelessness* campaign, launched by Win in 2016, has refocused the way that city leaders and advocates think about homelessness, leading to new funding and programs designed for the specific needs of families.

Thanks to Christine Quinn's advocacy and stewardship, Win is expanding to all five boroughs and has become a model for providing transitional and supportive housing. We're making major strides in providing wraparound services to our clients, aimed at breaking the cycle of homelessness once and for all. The growth of the Income Building Program—with generous support from PepsiCo, Google, The Francine A. LeFrak Foundation, Bank of America, UNFCU Foundation, Inc., among others—means that more of our moms have access to computer proficiency courses and job training than ever before.

As we enter 2020, I would like to thank Chris Stern Hyman and Clover Bergmann for their joint service as they complete their terms as co-chairs of the Board. Their continued commitment to Win has helped us reach new heights.

The following report captures the incredible impact that Win has been able to make for homeless families through your generous donations. On behalf of our entire staff, we extend our gratitude for your terrific support of our mission to end family homelessness in New York City.

Yours,

CINDY ARMINE-KLEIN

CHAIR OF THE BOARD OF DIRECTORS



WHO WE ARE: SHELTERS

Win manages and operates shelters in Manhattan, the Bronx, Brooklyn, and Queens, with over **1,200** units of transitional housing. All Win shelters have on-site social services to provide the support our families need to achieve long-term independence.

In 2020, families will begin to move into our two new transitional housing buildings in Park Slope, Brooklyn. Combined, the residences will offer more than **250** new units of shelter for homeless women and their children. The facilities will give families in the Park Slope area the opportunity to be sheltered in their home borough, closer to their schools, jobs, and support networks.



WHO WE ARE: SUPPORTIVE HOUSING

Win is the largest provider of supportive housing for families in New York City. Supportive housing is permanent, affordable housing with wraparound services for formerly homeless women and their children.

To date, Win has more than **345** permanent supportive housing units in Manhattan, Brooklyn, and the Bronx offering continued counseling and supportive services for formerly homeless mothers and families with special needs. This includes:

- Young mothers who have aged out of foster care
- Mothers in recovery from mental illness and/or addiction
- Families with multiple instances of homelessness
- Families that have survived domestic violence

In the summer of 2019, we opened the doors to our brand-new supportive housing building on East 91st Street, which houses 17 tenants previously living in scattered-site apartments. Speakers from both the local government and Upper East Side community attended the ribbon cutting ceremony.

Read more:

https://patch.com/new-york/upper-east-side-nyc/supportive-housing-facility-opens-upper-east-side?fbclid=IwAR1De5w985zY7kl6rudEb4SOWH4tSTNzKe3WtfHahPieKgvTc67kNMJyU_M

WIN PROGRAMS



Income Building Program

At Win, a critical pillar in each client's journey is finding stable employment and building a steady income. Win's Income Building Program (IBP) supports clients transitioning from unemployment to employment and empowers clients who are already working to achieve employment gains, including increasing their wages, transitioning from part-time to full-time employment, obtaining health benefits, and upgrading from off-the-books to on-the-books positions. Win's IBP gives our clients access to employment counseling, financial education, interview preparation, resume writing assistance, job fairs, budgeting classes, and financial literacy workshops.

In March of 2019, the first cohort of Win clients in East Harlem graduated from The Francine A. LeFrak Foundation Computer Training Program. The initiative, funded by The Francine A. LeFrak

Foundation and UNFCU Foundation, expands Win's IBP by helping to equip clients with the technical skills they need for jobs that can put them on the path to independence. Each class is trained in computer proficiency over a six-week period.

Due to the success of this inaugural course, Win replicated the program in fall 2019 at the Glenwood family residence, thanks to funding from Bank of America and Google.

IBP FAST FACTS

- In the last year, Win's Income Building program served **3,175** Win clients who achieved 1,174 employment gains.
- **53%** of Win's homeless moms are working.

Camp Win

Camp Win is a full-day camp for Win's children operating all summer and during New York City public school breaks throughout the year.

Camp Win engages our children with a STEAM-based curriculum (Science, Technology, Engineering, Arts, and Math) to keep them on track when school's not in session. Just as their peers experience healthy play and learning opportunities on school break, Win children benefit from fun, educational activities which serve to minimize the damaging effects of learning loss during the summer months and school vacation. Camp Win provides the stability our children need to stay on course with their schoolwork so their moms can focus on their jobs and finding a permanent home for their families.

WIN FACTS

- More than **1,000** homeless children attend Camp Win every year.
- In the last year Camp Win sent children on more than **250** field trips. These trips provide children with the opportunity to explore the city around them and experience hands-on learning. Trips this year included excursions to the New York Botanical Garden, the American Museum of Natural History, the Bronx Zoo, the New York Aquarium, and the Big Apple Circus.

Win Academy

Win Academy is designed to identify and promote the use of Evidenced Based Practices that are most effective for providing support and services to homeless families.

Trauma Informed Care

Win Academy currently trains social service staff, security and maintenance staff, and program leadership staff in Trauma Informed Care (TIC). Trauma Informed Care is an organizational structure and treatment framework that involves understanding, recognizing, and responding to the effects of all types of trauma. TIC emphasizes physical, psychological, and emotional safety for both residents and staff, and helps survivors rebuild a sense of control and empowerment in their lives. TIC is the lens through which we look to understand what is happening to ourselves, our residents, and our surrounding environments.

POLICY: WIN MAKES STRIDES WITH ADVOCACY EFFORTS



Win seeks to engage New Yorkers in recognizing and advancing policy solutions to the family homelessness crisis in New York City. Over the past few years, Win has worked with partners in government, homeless services, and progressive advocacy organizations to center the City's approach to homelessness on mothers and their children. Through increased awareness and targeted strategies, Win's advocacy seeks to increase the resources and tools available to vulnerable low-income families on their path to housing stability.

Win's advocacy has brought awareness and successful action to the need to reform New York

City's rental assistance program; close loopholes in New York State's rent regulation legislation; and develop comprehensive planning for sufficient shelters that are purpose-built to meet the unique needs of families with children.

The Forgotten Face of Homelessness

In 2016, Win began to educate the public on the plight of family homelessness in New York City. As part of this initiative, Win issued a white paper accompanied by an advertising campaign that sought to shift the City's focus and policies to women and their children, who make up the majority of the City's homeless population. Since then, Win has released an annual *Forgotten Face of*

Homelessness report that highlights the spiraling number of homeless women and their children and lays out solutions to combat the homelessness crisis.

The Forgotten Faces of Homelessness: Housing Instability

More homeless New Yorkers are experiencing housing instability than ever before. In the first months of 2019, an average of 2,600 families per month sought shelter in New York City. For the majority of homeless families with children who apply for shelter, this is not the first time they have packed their belongings without knowing where they will sleep next.

- The number of NYC families in shelter has risen by 17% over the past 5 years.
- Escalating NYC rents and a decrease in the number of affordable housing units continue to put pressure on low-income families, who face struggles to maintain housing. If they do enter shelter, they must overcome multiple barriers to return to a home of their own.

The Impact of Housing Instability

Housing instability can last for months and even years, with parents and children routinely experiencing the stress, insecurity, and anxiety of knowing they might not be able to stay where they are, but no better options exist.

Our Solution: Reforms to help homeless families

Win is calling for reforms to help New York families secure and maintain permanent housing in an effort to break the cycle of homelessness and reduce periods spent living in shelter. These steps will meaningfully reduce instability and improve outcomes, ensuring greater housing stability for the thousands of families and children who experience homelessness.

- Ensure that families in need can access appropriate shelter services through reforms to the city's Family Intake Process and the creation

of a shelter development fund for proven nonprofit providers.

- Help families obtain stable housing with an increase in the rental assistance voucher amounts and enforcement of fair housing laws.
- Provide families with tools to maintain a permanent home, including 18 months of aftercare, subsidies for child care, and pathways to quality employment.

Read this year's report:

https://winnc.org/wp-content/uploads/2019/06/forgotten_face_whitepaper05.1.pdf

Read this year's survey:

<https://winnc.org/homelessness-in-nyc-survey/>



FINANCIALS

PROGRAM EXPENSES:

Family Shelters: \$73,072,098

Family Supportive Housing: \$8,096,030

Communications & Other Client Services: \$3,263,276

MANAGEMENT & GENERAL EXPENSE: \$8,651,248

COST OF FUNDRAISING: \$1,988,874

TOTAL EXPENSES: \$95,071,526

TOTAL ASSETS: \$28,592,302

TOTAL LIABILITIES: \$12,461,799

NET ASSET BALANCE: \$16,130,503

WIN SUPPORTERS/DONOR RECOGNITION

With this Annual Report, Win is pleased to recognize our Individual, Corporate, Foundation, and Organization donors from July 1, 2018 through December 31, 2019. Through their extraordinary financial support, they have made it possible for us to foster a lasting difference in the lives of homeless women and their children.

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 Miriam Wheeler
 Wwake Inc.
 Lauren Young and Jason Young

Although space permits only a partial listing of donors, we wish to acknowledge the hundreds of thoughtful individuals, foundations, corporations and organizations that have given generously to our shelters and programs. Win also wishes to thank those who have contributed "In Kind" gifts and services through the year.

MATCHING GIFTS

Adobe Systems, Inc.
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 American Express
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PUBLIC FUNDING

Win receives public funding through:

FEDERAL

Department of Housing and Urban Development (HUD)
 Emergency Food & Shelter National Program (FEMA) funding administered by the United Way of NYC

NEW YORK STATE

Child & Adult Care Food Program (CACFP)
 Department of Health
 Office of Alcoholism and Substance Abuse Services (OASAS)
 Office of Temporary and Disability Assistance (OTDA)

NEW YORK CITY

Department of Health and Mental Hygiene (DOHMH)
 Department of Homeless Services (DHS)
 Department of Youth and Community Development (DYCD)
 Human Resources Administration (HRA)
 New York City Council

SPECIAL THANKS

Willkie, & Gallagher LLP - for their pro bono legal counsel

BOARD OF DIRECTORS/WIN PARTNERS/ WIN ASSOCIATES

WIN BOARD OF DIRECTORS

Win is fortunate to have a dedicated Board of Directors, many who are long standing members. They are a group of highly accomplished individuals who are deeply committed to working to break the cycle of homelessness for New York's families.

LEADERSHIP

Cindy Armine-Klein, *Chair*
Kayce Freed Jennings, *Vice Chair*
Kyle Andrew, *Secretary*
Charles Day, *Treasurer*
Christine C. Quinn, *President & CEO*

DIRECTORS

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CEO EMERITI

Rita Zimmer, *Founder*
Bonnie Stone

WIN PARTNERS

Win Partners is a group of talented and accomplished young professionals who are committed to furthering Win's mission of breaking the cycle of homelessness for New York's children and their families. Win Partners bring a wealth of experience and insight that allows Win to continually improve and evolve our services to better serve New York City's homeless families.

LEADERSHIP

Hillary Jury, <i>Chair</i>	Samantha Davidson	Jan LaChapelle	Daniela Tisch
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WIN ASSOCIATES

Win Associates are a group of young professionals dedicated to giving back to the community and are actively committed to helping Win's homeless families. Their focus is to support Win's initiatives through hands-on projects and fundraising in our New York City community.

ASSOCIATES CO-CHAIRS

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Mea Cole Tefka

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Get social and be part of the Way to Win! Follow us. Like us. Get involved and spread the word. You can help change the lives of thousands of NYC homeless families.

Win (Women In Need, Inc.) One State Street Plaza New York, NY 10004

TEL: 212.695.4758 or 800-HELPPWIN

FAX: 212.736.1649

EMAIL: info@winnyc.org

WEBSITE: www.winnyc.org

win

Breaking the Cycle of Homelessness
for Women and their Children

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