

IMPACT 100 *Jersey Coast*

2020 ANNUAL REPORT



UNITING WOMEN. IMPACTING COMMUNITIES.

DEEPEST GRATITUDE

TO OUR SPONSORS & PARTNERS

2020 SPONSORS

CENTER FOR WOMEN & WEALTH

 BROWN BROTHERS HARRIMAN



2020 SUPPORTERS AND COMMUNITY PARTNERS



IMPACT 100 JERSEY COAST

WHO WE ARE

We are women of different ages and backgrounds who combine our charitable dollars, experience, and energy to make a tangible difference in our area. Impact Jersey Coast is part of a growing international movement that empowers women to fund transformational changes in our local communities.

OUR GOAL

We will create a forum to raise awareness of our community's most pressing needs and fund transformational grants for high-impact projects addressing those needs. We will also strengthen and expand our giving circle to encompass the richness of ideas, perspectives, and the participation of diverse women from a wide range of identities.

HOW IMPACT WORKS



1
GATHER A COLLECTIVE
OF WOMEN



2
EACH WOMAN DONATES
\$1100



3
LOCAL NONPROFITS SUBMIT
APPLICATIONS FOR HIGH-IMPACT
PROJECTS



4
COMITTEES REVIEW
APPLICATIONS, PERFORM SITE
VISITS AND CHOOSE FINALISTS



5
FINALISTS PRESENT
PROJECTS AND MEMBERS
VOTE



6
IMPACT 100 GRANT(S)
AWARDED



7
GRANT RECIPIENTS PROVIDE
PERIODIC PROGRESS UPDATES
TO MEMBERS

CONTACT US

For Membership Inquiries please contact membership@impact100jerseycoast.org.
For Grant Inquiries please contact grants@impact100jerseycoast.org.



FOLLOW US @Impact100JC

Impact 100 Jersey Coast . PO Box 7989 . Shrewsbury, NJ 07702

FROM OUR CO-FOUNDERS

In these pages, we want to share some of the highlights of our year together at Impact Jersey Coast and relay our gratitude to the numerous people who have contributed to our collective success.

When looking back on 2020, it feels impossible to say anything that hasn't been said. In a world that has changed so much, though, the **how** of Impact may have changed but not the **why**.

When the pandemic hit in early March, we found ourselves at the close of our membership drive facing an abrupt cancellation to our public recruiting events. At a time of great uncertainty, there was one thing we knew for sure: our grants would be needed more than ever. As always, the women of Impact stood ready to help. On March 15, 2020, we closed our membership drive at an all-time high of 456 women.

With the leadership of our capable Grants Team, we were able to quickly pivot our grant application and review process to an entirely virtual one and, ultimately, to welcome four new projects into the Impact family, which you will read more about in the pages that follow.

And thanks to a vote by our members and careful stewardship of our operating budget, we were also able to make a one-time contribution of \$17,650 to the NJ Pandemic Relief Fund. We are proud to share some updates here on the critical work that NJPRF is doing to help our state on the road to recovery in the wake of the pandemic.

Like everything else about this year, our 2020 Annual Meeting looked very different. But again, *how* we gathered changed—not the *why*. Thanks to our adaptable Events Team and the steadfast support of our community partners and sponsors, our first virtual gathering was a tremendous success, with nearly 400 participants! The event was a bright spot in a dark time, and reminded us that great things can happen when women unite to make an impact.

2020 marked five years since Impact Jersey Coast was founded — and what an amazing journey it has been: five years, hundreds of members, and over \$1.6 million deployed to 14 local nonprofits. We are humbled and thrilled by how profoundly this giving model has resonated with women in our community.



We now stand at a clear inflection point in our story. What's ahead isn't exactly uncharted territory. We have a strong model to guide us. But remember: that's just the *how*. In this next chapter, we must continue to attend to the *why*, and to ask ourselves who we wish to be as we grow and evolve together. As a collective, we are only as strong as our membership as well as our applicants. Only when we bring the widest possible range of vantage points and voices to the conversation—and learn to truly listen and learn from one another—can we be innovative, intentional, and impactful.

It has been our privilege to lead this organization through this first stage of what we hope will be a long journey. To ensure the future health of Impact we welcome new voices, new leaders, and new perspectives. We are excited to write the next chapter of our story together!

We have much to be proud of and hopeful for as we launch into 2021. Thank you for your continued support and for all you do to make us Impact Strong!

Deirdre Spiropoulos
President, Impact 100 Jersey Coast
dspiropoulos@impact100jerseycoast.org

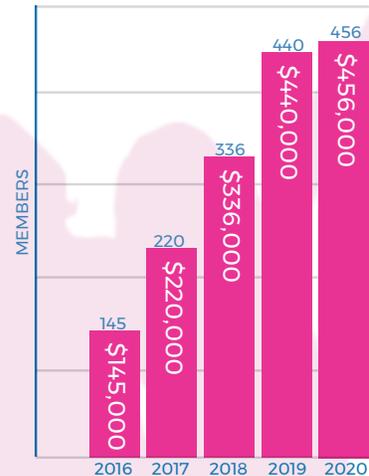
Heather Burke
Vice President, Impact 100 Jersey Coast
hburke@impact100jerseycoast.org

UNITING TO MAKE AN IMPACT

We are proud to have collectively awarded \$1.6 million in grants to date in our local community and to have funded all five of our focus areas. Despite the pandemic, we were able to award four grants of \$114,000 in 2020 to fund high-impact projects, all of which are detailed in these pages.

We are immensely grateful to the many Impact volunteers, particularly those on our grants team and five grant review committees, for their dedication to our grant process during such a challenging year. Our deepest thanks goes to the nonprofit heroes who continue to meet huge demand for services during these tumultuous and uncertain times.

We are committed to helping our nonprofit community remain #ImpactStrong. And while the future is uncertain, our unity of purpose has never been in doubt. One woman can make a difference. . . but a group of women WILL make an Impact!



FACING CRISIS IN COMMUNITY: PANDEMIC 2020

When the pandemic hit, Impact members mobilized. Our Impact community remained—and continues to remain—strong in our mission to support local nonprofits. Here’s an overview of our multitiered response to the crisis in 2020.

OFFERED FLEXIBILITY TO OUR CURRENT GRANTEES

so they could use our funds in the most relevant and responsive way to meet the challenges of the pandemic.

SHARED COVID-19 SPECIFIC WISHLISTS

so members looking for ways to help in the immediate response could donate or purchase urgently needed items.

BROADENED OUR GRANTMAKING PROCESS

to acknowledge that nonprofits may have unforeseen costs due to COVID-19.

QUICKLY PIVOTED TO VIRTUAL

to keep our members connected and our grants application and review process running smoothly, including our nonprofit training sessions, grant review meetings, and our applicant site visits.

JOINED THE STATEWIDE RELIEF EFFORT

by offering members the opportunity to redirect a portion of their membership fee to the NJ Pandemic Relief Fund. This allowed Impact Jersey Coast to make a collective donation of \$17,650 to the NJPRF in April 2020.



SPOTLIGHT ON THE NJ PANDEMIC RELIEF FUND (NJPRF)

NJPRF was launched at the end of March 2020, with the mission to raise funds and coordinate resources to fight the medical, social and economic impact of COVID-19 on New Jersey’s most vulnerable.

At the time of this report (Jan 2021) NJPRF has raised \$64 million and awarded \$39.5 million in funding to more than 460 orgs in all 21 counties of NJ. Initial needs addressed included the basics of food, shelter and health, but numerous other needs such as child care accessibility, digital connectivity, mental health counseling and the arts have also been supported.

We are proud to play a small role in supporting NJPRF and commend its board and Community Foundation of NJ for their diligence and careful stewardship of this critical initiative. For more information please visit NJPRF.ORG

Thank you to our all our members—past and present—for making our grantmaking possible. We are proud to present in the pages ahead an overview of the incredible impact we have made together in our first 5 years and to welcome our 2020 Grantees to the Impact family. We hope you are inspired to continue your impact and share these stories of hope and resilience with others in your community... and to join us as we write the next chapter in the story of Impact Jersey Coast.

5 YEARS OF IMPACT

In five years, Impact Jersey Coast has awarded more than \$1.6 million to 14 local organizations. We seek to fund projects that address unmet needs, reach underserved populations, and have a high impact on beneficiaries.

2016



180 Turning Lives Around

A Family Justice Center for victims of domestic abuse and sexual violence. The FJC provides the support services needed in one single location, greatly streamlining the assistance process and empowering victims.

2017



Covenant House New Jersey

The Rites of Passage program, which provides homeless and at-risk youth with clean and safe housing and supervised support to help with the transition to a productive adulthood.



Mental Health Association of Monmouth County

Expansion of Lifelines, a community-based suicide prevention and intervention program that has helped to combat teen suicide to 50 schools.

2018



Caregiver Volunteers of Central Jersey

An intergenerational music program that connects students to elders with dementia and provides much-needed respite for caretakers.



CFC Loud N Clear

A drug addiction recovery program that focuses on building a recovery-conscious family unit, healing each individual family member through an innovative support program.



Family Resource Associates

A customized program that finds niche employment opportunities for people challenged with a broad spectrum of disabilities.

2019



Asbury Park Music Foundation

A project-based learning program that provides low-income youth with a life-changing experience that leverages their passion for music into an education in technology and business.



St. Mark's Center for Community Renewal

Expansion and modernization of a USDA-approved "soup" kitchen and extensive food pantry, which also provide a variety of nutrition education opportunities for the community.



Clean Ocean Action

An innovative environmental stewardship program that empowers high school students in underserved communities to become mindful and resourceful leaders.



CASA of NJ

Expansion of a Court Appointed Special Advocate program to reach additional at-risk youth in the Monmouth County foster care system.

2020 GRANT RECIPIENTS

ASLAN YOUTH MINISTRIES Education

THE PROJECT: The hiring of a Director of Volunteers will enable recruitment and training of a new generation of Aslan volunteers - mentors, teachers & life-coaches - for the children in our care. There will be an immediate impact on those children hurt by the learning loss caused by the pandemic. Our goal for our one-on-one tutoring program is to, within 3 years, double the number of students we reach. Our Director of Volunteers will also greatly impact the 140 students in our Right Choices character development classes, thereby continuing our work to close the achievement gap in underserved communities.



HABcore, Inc. Children & Families

THE PROJECT: The Independence Pathways (IP) Program combines affordable housing with coordinated services to assist individuals and families struggling with chronic physical and mental health issues to maintain stable housing and receive appropriate support and employment services.



MONMOUTH MUSEUM Arts & Culture

THE PROJECT: Making Art Possible (MAP) will bring personalized art programming consistently to people with special needs, providing therapeutic benefits during uncertain times. Customized art kits will be delivered to participants' homes, and workshops will be taught online. At the end of twelve months, the program will be recognized with a community-based gallery exhibit, building confidence and breaking down societal perceptions of people with disabilities by showcasing their abilities and creativity in a public setting.



FULFILL Health & Wellness

THE PROJECT: Addressing Child Hunger will provide 88,000 meals for at least 450 children at risk of hunger in Monmouth County by allowing them to participate in the Kids Café, which provides daily afterschool hot meals and homework help; the Backpack Program, which provides children with weekend meals; or to receive meals as needed whenever children encounter pandemic-related barriers to participation in other vital feeding programs.



SPOTLIGHT ON SCHOLARSHIPS

In 2019, the Impact Scholarship Program was born. This program was created to attract women who have the talent, passion and skills to contribute to our organization – but lack the financial resources for traditional membership.

Over the course of the last two years, we have offered full (\$1,100) and partial (\$550) scholarships for membership. We have publicized the program via our newsletters, social media, and during recruitment events. Interested women complete an online application leading up to the March deadline. Our Impact Scholarship Committee, appointed by the Advisory Group, carefully evaluates all the applicants using a rubric based on key attributes of value to Impact. The process is objective, merit-based, and one that is designed to attract women of all backgrounds to Impact. Scholarships are awarded for a one-year term, and previous scholarship applicants are eligible to reapply for a partial (\$550) scholarship. (Please note: scholarships can only be granted for a maximum of two years to any one recipient.)

In 2020, we were delighted to welcome 18 scholarship recipients, all of whom are volunteering in various capacities within our organization. This brings our total number of scholarships since inception of the program to 29.

We are happy to announce we will be continuing the program in 2021. We are extremely grateful to our many supporters. They enable us to invest in women who will enhance our membership while simultaneously growing our 2021 Impact Grant Fund, which will be directly reinvested in our nonprofit community via our grantmaking.

DON'T MISS OUT!

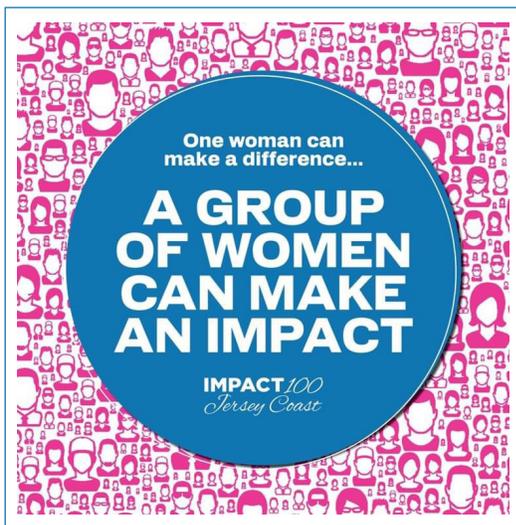
APPLY FOR A SCHOLARSHIP

IMPACT 100
Jersey Coast

FOR MORE INFORMATION ON THE SCHOLARSHIP PROGRAM PLEASE VISIT:

www.impact100jerseycoast.org/scholarship-member/

WHY JOIN IMPACT?



- Leverage your individual donation to directly impact needs in YOUR community.
- Learn more about the wide-ranging issues in your area and the nonprofits working to address unmet needs and reach underserved populations.
- YOU dictate your level of involvement. Participate based on what works best for your schedule, abilities and interests.
- Become part of a national movement and unite with other dynamic women to make a positive difference.

MEMBER TESTIMONIALS

“ ”

If you want to be a part of something remarkable, share the experience with other like-minded women, change the lives of people in our area and have a voice in directing where the money goes — join! It's a pretty compelling argument!

- ROSE A.

“ ”

I got back as much as I gave. I actually experienced a lot of personal growth — I'd never sat on a grant committee before and it was challenging. But it gave me the confidence to know that I can do things that are totally different and outside of my comfort zone.

- CHRISTINA Z.

“ ”

I decided this is something that has all of the right elements — philanthropy, a direct impact on the community, the power of women pooling their money together — yet it felt intimate.

- JUDIE S.

“ ”

It's a simple model. It's very clear where the funds are going, who is benefitting and how the funds are being used. There's no ambiguity. And it's local in YOUR community. These are organizations I could walk to — they're literally in my backyard.

- EILEEN G.

JOIN THE 2021 MEMBERSHIP CLASS TODAY!
www.impact100jerseycoast.org/join

WE WANT YOU.

JOIN IMPACT 100
JERSEY COAST
[IMPACT100JERSEYCOAST.ORG/JOIN](https://impact100jerseycoast.org/join)

Share your time and talent to make an impact at IMPACT!

Impact is a 100% volunteer-run organization.
You might say it's our secret weapon.



We are able to deploy the passion, energy, and talents of our diverse membership to help us move forward all aspects of our operations, recruiting, and grantmaking. Our members are our greatest asset!



Are you looking to get more deeply involved in your community? Do you want to expand your professional skills to another audience? Want to try your hand at an entirely new area outside your area of expertise?



Or maybe you are looking for a one-time volunteer opportunity and a chance to meet some of your fellow Impact members and women outside your circle.

Whatever your interest, WE NEED YOU! We welcome all members to get involved in any capacity that best suits their time and interests.

If any of these opportunities excite you (or to learn about what might best fit your interests) please contact our Volunteer Coordinator at volunteer@impact100jerseycoast.org today to learn more.

THANK YOU TO OUR 2019-2020 VOLUNTEERS

**** CHAIR**

PRESIDENT Deirdre Spiropoulos

VICE PRESIDENT Heather Burke

STRATEGIC PLANNING & ANALYSIS Julie Pare

MEMBERSHIP TEAM Alison Mayo**, Bonnie Torcivia, Karen Stanton, Jenn Trafficante, Rebecca Donington, Devin Carrick, Lauren Wurst

EVENTS CHAIR Lori Missig

IT AND MEMBER OPERATIONS CHAIR Jennifer Berger Brown

ENRICHMENT TEAM Casey DeStefano**, Debbie Gries-Smith, Kim Keating, Jennifer Willey, Deana Gunn, Marisa Dezego, Vanessa Papraniku

OPERATIONS CHAIR Karen Waltz

FINANCE CO-CHAIRS Michele Peoples, Sandra Nick

VOLUNTEER COORDINATOR Eileen Greenlay

VOLUNTEER TEAM Margean Gladysz, Karen Harris, Suzann Cahill

DIRECTOR OF MARKETING Rachel Haviland

MARKETING TEAM Casey DeStefano, Joanne Collella, Riana Katz, Janet Mazur-Cavano

WEBMASTER Caroline Margolick

GRAPHIC DESIGNER Christina Brooks

SPONSORSHIP CHAIR Denise Liotta

EVENTS TEAM Kristin Martin Gruberg**, Denise Liotta**, Kris Kroll, Tracye Martinelle, Leigh DeFazio, Brooke Olander, Lori Feigenbaum

DIVERSITY & INCLUSION WORKING GROUP Judie Saunders**, Valerie Brett**, Tasha Youngblood Brown**, Rowena Crawford-Phillips, Pamela Major, Betsy McKnight, Pat Bohse, Margean Gladysz, Josephine Crayson, Heather Burke, Deirdre Spiropoulos, Nicole Adler-Frigoletto, Dale Daniels

SCHOLARSHIP TEAM Jennifer Anderson**, Cristina Santos**, Lynn Spector, Heather Barberi

IMPACT ADVISORY GROUP

FRONT ROW (L-R): Jennifer Berger Brown, Rowena Crawford-Phillips, Heather Burke, Deirdre Spiropoulos, Denise Liotta, Casey DeStefano, Michelle Peoples

MIDDLE ROW (L-R): Bonnie Torcivia, Karen Waltz, Julie Pare, Mary Riley, Betsy McKnight, Alison Mayo

TOP ROW (L-R): Jennifer Trafficante, Maggie LaRocca, Lori Missig



THANK YOU TO OUR 2019-2020 GRANT VOLUNTEERS

GRANTS OPERATIONS CHAIR Rowena Crawford-Phillips

GRANTS OPERATIONS CO-CHAIR Mary Riley

FAC LEADERSHIP CHAIR Cristie Ritz-King

NONPROFIT COORDINATOR Betsy McKnight

NONPROFIT OUTREACH COORDINATORS Ashley Regan, Joanne Colella

DATABASE MANAGER Jennifer Berger Brown

FINANCIAL REVIEW TEAM Tricia Frankenfield*, Michelle Peoples* Beth Punzi,
Liz MacNeill, Cheryl Anne Bliss, Veronica Allora

GRANTEE LIAISONS Holly Deitz, Michelle Peoples, Judie Saunders,
Lori Hohenleitner

FOCUS AREA COMMITTEE MEMBERS

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Veronica Allora
Ines Altemose
Sarah Amick-Russo
Anna Andre
Heather Barberi
Cheryl Bliss
Heidi Marie Bliss
Pat Bohse
Emily Buckley
Heather Burke
Abby Cass
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Mary Eileen Fouratt
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Gwynne Sugg
Nancy Sutsko**
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Katie Tobin
Bonnie Torcivia
Susan Ullmann
Phyllis Venancio
Andrea Verdone Gorsegner
Anita Voogt
Laura Wallach
Mindy Weidman Duchi
Lois Whittom
Elizabeth Williams
Denise Wunderler
Anne Yeh
Tasha Youngblood Brown

STATEMENT OF ACTIVITY

FISCAL YEAR:	2019 Grant Cycle 4/1/2018 - 3/31/2019	2020 Grant Cycle 4/1/2019 - 3/31/2020
REVENUE		
Membership Fees	\$440,000	\$456,000
Other:		
Other Contributions (Friends of Impact, Matching, Interest Income, etc) ⁽¹⁾	30,698	48,869
Corporate Sponsors	32,100	38,500
110% Membership ⁽²⁾	44,000	46,468
Total Non-Grant Revenue	106,798	133,837
TOTAL REVENUE	\$546,798	\$589,837
EXPENSES		
Grants Awarded	\$443,000 ⁽³⁾	\$456,000
Other Expenses		
Annual Meeting ⁽⁴⁾	18,243	24,779
Events-Other ⁽⁵⁾	4,718	14,163
Enrichment	5,813	6,106
Scholarships ⁽⁶⁾	11,550	15,950
Membership	6,594	5,716
Marketing ⁽⁷⁾	2,535	12,937
Technology/Website /Admin ⁽⁸⁾	2,014	17,837
CFNJ Fee ⁽⁹⁾	8,940	14,748
TOTAL OPERATING EXPENSES	60,406	112,236
CHANGE IN NET ASSETS	\$43,392	\$21,601

FOOTNOTES

General: Our fiscal year runs from April 1 thru March 31. Expenses listed do not include non-cash amounts that have been generously donated in-kind by our members and other Friends of Impact.

(1) Increase in Other Contributions in 2020 includes proceeds from one-time Salt Creek Grille fundraising event in April 2019.

(2) Includes any membership contributions over \$1,100.

(3) Includes \$3,000 for runners-up grants, funded by Sponsorships.

(4) FY 2020 includes costs of 2019 annual meeting; increase over prior year due to increased number of attendees and new venue required to hold larger group.

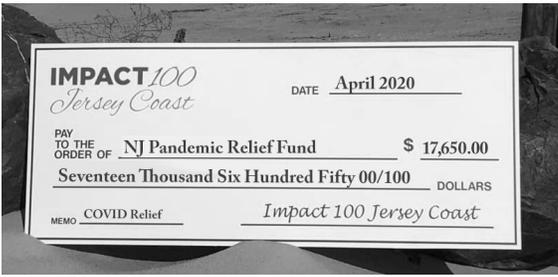
(5) Includes member events in 2019 such as the Membership Reception and the Summer Soiree, as well as printing & materials for events.

(6) With the help of funds generated from the Salt Creek event, our scholarship program covered the following scholarships in 2019: 10 full 1 partial and in 2020: 11 full 7 partial.

(7) Expense to produce videos to update our membership, as well as the public, on the impact of our funding. Revenue amounts included in "Other Contributions" (line 11) were allocated by a sponsor to cover the video production expense.

(8) 2020 expenses includes marketing consultant fees to help with strategic communications as well as stipends for attendance at the 2019 Global Impact 100 conference by advisory group members.

(9) CFNJ fee includes tax filings, insurance, use of grant management software, etc. Year-over-year change reflects contractual fund fee increase from 2% to 3%. Fees are applied to all proceeds processed by the CFNJ.







IMPACT

STRONG

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2021